

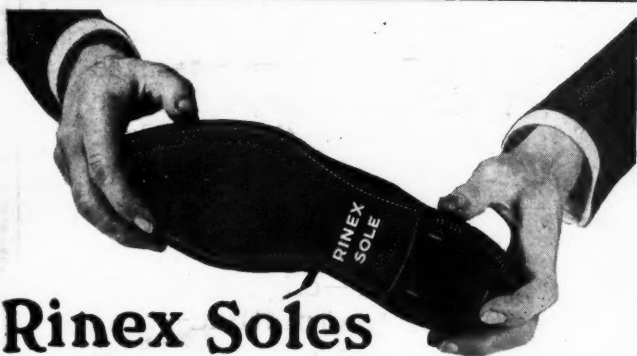
PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CIV, No. 5

NEW YORK, AUGUST 1, 1918

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Rinex Soles

THE United States Rubber Company has always been interested in sole materials, because for years it has been the largest producer of rubber footwear. Indeed one of the first products ever manufactured from rubber, to the best of our knowledge, was footwear.

Fortunately the "age of energy" which produced tenderer feet and harder sidewalks also produced the United States Rubber Company.

Rinex Soles, made by this Company, are comfortable, light, tough, waterproof, durable, flexible, springy, strong and of uniform quality.

While not itself a rubber product, Rinex was developed in the United States Rubber Company's laboratories.

In helping to plan the introduction and merchandising of Rinex Soles, N. W. Ayer & Son have uncovered many market conditions which have greatly aided the manufacturers.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

"Fireworks" in Advertising

A FLARE of fireworks makes a lot of noise, lights the sky, momentarily, then all is dark and the crowd goes on its way—forgetful.

Success in advertising comes from method—original, persistent, insistent method—that creates desire and establishes good will.

At Federal we know how to create and rightly apply the most productive method for each specific business. If you are interested in knowing what original advertising ideas can be evolved to permanently improve your business—

*"Put it up to men who
know your market"—*

FEDERAL

ADVERTISING AGENCY, INC.

6 East Thirty-ninth Street, New York

30 North Michigan Ave.
Chicago, Ill.



Consultation
without charge
or obligation

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893
VOL. CIV NEW YORK, AUGUST 1, 1918 No. 5

A "Square Deal Department" That Reduces Labor Turn-Over

How It Operates to Keep Workmen Steadily Engaged at a Buffalo Manufacturing Plant—Advertising Plays a Leading Role

By C. B. McCuaig

"MIKE," the big blond cabinet-maker in the panel department, threw down his tools one noon and announced that he was through.

"What are you quittin' for?" asked his foreman. Mike was a skilled workman and had shown an unusual understanding of his job.

The woodworker smiled that hang-dog, meaningless smile which has become so common around manufacturing plants of late.

"Aw nothin'," he answered. "I guess I'll just rest up for a while and get another job when I'm ready to go to work again."

Those of you who are manufacturers will nod your heads at this and remark: "That's just the way they quit. I've lost hundreds in the last year the same way."

All right. Perhaps you will prick up your ears a bit when I tell you that Mike is still on the payroll of the Curtis Aeroplane & Motor Corporation, that he is a cheerful, contented worker worth more money and getting it; that there is no danger of his quitting now because—but let's tell his story as it happened.

Mike got his time slip and went up to the cashier's window.

"Where's your slip from the Square Deal Department?" asked the cashier.

This was a new one on Mike, but he had long ago learned that they are strong on slips at the

Curtis plant, and he allowed he would give them all they wanted, so he hunted up the department in question.

The man on the other side of the flat-topped desk smiled at him, said nothing—just smiled. Mike grinned, too. Inwardly he decided he liked this guy.

"Quittin'" asked the man in the chair.

Mike nodded.

"What's wrong?"

Mike shifted from his port to starboard leg, looked down his nose and grinned some more. "Oh, nothin'," he answered. "I just want to rest up for a bit and get another job somewhere. There's nothing wrong."

The man at the desk got up and placed his hand on the woodworker's shoulder. "Sit down there, son, and get it off your chest," he said. "If you want to quit I haven't got a word to say. You're a free born American citizen and you've got a right to work where you please, but do you think you are giving us a square deal when you just quit without telling us what the trouble is? Would you want some other fellow to treat you that way? If there is anything wrong in the panel department we want to know about it. That's fair, isn't it?"

And so, by degrees, the story came out. The only trouble with Mike was that he had developed ambition. Once he had taken a

technical course in chemistry, but he had found that he could make more money as a cabinetmaker, so he went back to his trade, but always he had been dreaming of a laboratory, and he thought this was a good time to get the kind of a job he wanted. The result was that Mike was simply transferred to the research department, where at last reports he was making good.

The "Square Deal Department" is just one subdivision of the Educational and Welfare Division by which the Curtis Aeroplane & Motor Corporation is meeting a situation such as never before confronted a manufacturing organization. Compared with its present status the aeroplane industry hardly existed a few months ago. When the stage hobo wished to explain his inability to find work he announced that he was an aeroplane finisher. Now the Curtis company alone is operating eight separate plants, one of them employing upwards of 5,000 people. They come from every corner of the world, from every grade of society. Patriotic women who drive their own electric cars meet in the wide corridors the flotsam of the Seven Seas. Reformed gambler rubs shoulders with the retired parson and gentleman adventurer. In short, the aeroplane industry, new baby among businesses, has become the rendezvous for that vast army of people who have never been able to find the place where they would exactly fit in. Only one point they have in common—they are individualists.

DEPARTMENTS THAT HELP EMPLOYEES

One of the tasks set the Educational and Welfare Division is to unify this working force, to weld it into a harmonious useful whole, and to accomplish this they chose the company's advertising manager, Fay L. Faurote, who appointed as his assistant E. E. McCleish, a newspaper man and former advertising manager. Personally, I never had much use for welfare departments. I always thought

of the welfare department as a nice way of making a fat job for the president's nephew, but after a couple of hours with these two executives I have changed my views. I have seen some busy men in my time, but I never saw anyone busier than they are with the possible exception of the fellow who plays the drums in Sousa's orchestra. They are called upon to settle everything from love affairs to assault and battery; they are responsible for the safety of every worker in every one of the eight Curtis plants; they boss the medical department; they find homes for workers; they teach patriotism; they stage recreations for the workers; they direct several bands; they run a hotel; they edit a weekly newspaper and a monthly magazine and run a library; they handle all the patriotic campaigns in the various plants—it is so impossible to tell in a few words the scope of their work that I am going to briefly summarize the work of the different subdivisions, each in charge of a competent chief, and let you judge for yourself:

Safety Engineering.—This department is under the immediate direction of a man who is constantly studying the machines and looking for safeguards against accident. It investigates all safety devices and installs those which will help to reduce risks. It also sees that all workers are properly instructed regarding the machines they operate so that they will not take unnecessary chances.

First Aid Stations.—There are nine of these stations, under the direction of a competent hospital executive and a staff consisting of physicians and graduate nurses. This department is required to report on every dressing and treatment, no matter how trivial, which works out very nicely in the matter of compensation insurance. If a girl suffers from indigestion it is not considered enough to give her a dose of medicine and let it go at that. She receives the proper treatment, but her case is also turned over to the educational department so that she may re-

KNOW CANADA AS CANADA IS



CANADA to-day is more prosperous than it has ever been before. The result of its ever-increasing production is reflected in the greater buying power of every class of consumer.

The Dominion is now a fertile field for many of this country's products. Far-sighted manufacturers are studying its possibilities—some have already introduced their products there, others are planning to take advantage of this obvious opportunity.

Our Toronto office interprets Canada and merchandising conditions there from the Canadian viewpoint. To this point of view and the resources of its own organization on the ground, the H. K. McCann Company adds the entire facilities of its various offices in this country. The H. K. McCann Company is in a position to give effective merchandising and advertising counsel to the manufacturer whose market doesn't stop at our country's northern boundary.

The H. K. McCann Company

In TORONTO, 56 Church St.

New York
61 Broadway

Cleveland

San Francisco
Market Street



ceive instruction in regard to foods and the proper care of her health. It is planned to require physical examination of all applicants for employment.

Housing Department.—This is one of the most appreciated departments of the welfare plan. With hundreds of new workers coming to an overcrowded city every month it is necessary to find them living quarters near their work. The department has a full record of every available house, apartment, flat and furnished room in Buffalo—not simply its location and rental, but full facts, more complete than the average house-hunter could gather by personal investigation. The locations are marked by colored pegs on a large map of the city.

Women's Welfare.—There are nineteen rest rooms in the six Buffalo plants, the Hammondsport and Gardenville plants. They are each under the supervision of a matron who supplies the needs of the girls, gives them advice and looks out for their good in general. The department also provides recreation, arranges dances, concerts and sports, which include baseball and tennis. While its facilities are not limited to women, this is as good a place as any to mention the hotel which the company has leased at Erie Beach, a few miles from Buffalo on the shore of Lake Erie, where Curtis employees can take their families at remarkably low rates. In connection with games a trained playground director is employed.

Men's Department.—This is similar to the department for women workers except that there are no rest rooms. It looks out for the ball teams and other sporting branches. There is a library with all the latest publications, including technical papers, a fine collection of works on aeronautics being available to executives and members of the engineering staff. At one of the Buffalo plants there is a brass band of sixty-five pieces, at another a band of forty pieces, to say nothing of a couple of orchestras, and a community chorus recently organized already has 160

voices. The bands give concerts during the noon hour. There are restaurants at each of the plants where employees can get a square meal at a square price. These are now handled through concessions under the direction of the Welfare Division, but the company is considering the advisability of having the division handle the work directly.

HOW "THE SQUARE DEAL DEPARTMENT" WORKS

The Square Deal Department.—The work of this department has already been illustrated. Its work is simply to live up to its name. No employee, high or low, is allowed to leave the service of the company until he has interviewed the Square Deal Department. Any charges made against foremen or even executives are carefully investigated and if the charges are found to have merit the department stands squarely behind the employee. The work of this department has shown that in many cases the trouble which leads to employees leaving their jobs both voluntarily or involuntarily is due to the world-old difficulty of keeping square pegs in round holes. Except in unusual cases no one is allowed to leave the company until the Square Deal Department has had a try at finding something to which his natural abilities are particularly fitted.

The length to which this is carried is sometimes almost humorous. Three polishers who had been hired together failed to fit in and "quit" simultaneously. The Square Deal Department uncovered the fact that they were part of a troupe of traveling musicians that had been touring Europe for years. They weren't particularly necessary in the polishing department, but they certainly did prove a godsend for the band, so they were retained on more suitable and congenial work and their musical ability utilized. All discord and wrangling among employees is referred to the Square Deal Department, all charges of favoritism, the complaints of people who

(Continued on page 79)

The woman who is interested in sewing and knitting is also the official purchasing agent of the home. It is she who is responsible for the success of

NEEDLECRAFT MAGAZINE

It is she who is responsible for the success of all advertising in its columns.

One million women of this kind form an audience of vast potential influence.

"One woman tells another."



Chinese to Advertise Mail-Order Tea in U. S. A.

The China Tea Co. Attempting Thus to Halt the Decline in Demand for Teas Grown in China

By J. B. Powell

Of Millard's Review, Shanghai, China

THE average American housewife would consider it quite a novelty to order her favorite brand of tea direct from the grower of that tea in China. They are already doing just that in London, and from present prospects, American housewives are to soon have the same opportunity—Government import regulations, of course, not interfering with the plans.

The China Tea Company, Ltd., of Shanghai, Hangchow and Mingchow, China, is the firm that has

a demand has been created, they have plans for wholesale and retail distribution. It is understood that an office in New York is soon to be established and credit for much of this new idea in selling should be given to the Chinese consul-general in New York, for many of the ideas for reaching the American market came from him and his staff.

Mr. Tong A-wei, one of China's grand old men of the tea trade and head of the China Tea Company, for the last forty years has seen China's tea trade with America and Europe gradually dwindling and prices falling until China, cradle of the tea plant and first to spread the fame of tea as a beverage, has come to realize that the end of that trade in which she once held supremacy is a matter of a few decades at best unless determined action is taken to revive it. Until the thirteenth century China had an absolute monopoly of the growing of tea on a plantation scale, and for five hundred years before that time had been imposing a tax on its production. In that century a Japanese priest transplanted tea seeds to Kyushu, the southernmost

island of Japan from which point the cultivation spread as far as the thirty-ninth degree north latitude. Until well into the nineteenth century, China and Japan remained the only tea producers. In 1826 the Dutch succeeded in growing tea in Java, and ten years later the first pound of Indian tea was brought to London from a plantation in Assam. Attempts to grow tea in Ceylon did not meet with success until 1876, since which time the industry has grown enormously and with great

YOUR CUP OF TEA

SHOULD BE CHINA QUALITY TEA



"PEACOCK"

BRAND

SOLD BY ALL GROCERS

The China Tea Co.,

SHANGHAI

COPY THAT IS NOW APPEARING IN THE SHANGHAI FOREIGN NEWSPAPERS

in mind the matter of marketing tea in the original package direct from the plantation in China to the housewife in America and other parts of the world. The company has been in existence for sixty years, but recent new blood in the form of grandsons who have recently returned from America with American University educations, are back of the plan for selling tea by mail. I say, "selling by mail," for it is the plan of the company to start in this way and then later, when

In Turkey, beauty
is measured by fat.
Flesh is Fashion.

Among Sunday news-
papers, the obese,
useless "features" are
losing caste.

In Brooklyn, The
Standard Union
prints on Sundays a
news paper.

At two cents, circu-
lation hums.

rapidity in both India and Ceylon.

If we leave out of account the export of Chinese brick tea, the bulk of which goes almost entirely to Russia by camel caravans across the deserts and plains of Mongolia and Thibet, China in the last three years has exported only 64,372 tons, which is less than the amount China exported to Great Britain alone in 1885.

FALLING OFF DUE TO BRANDED COMPETITION

To put the problem in modern language, according to Mr. Chuck King-chan, one of the younger managers, China's tea is being literally advertised out of existence—not their advertising, but the advertising competitors in Ceylon, India and Japan. The difficulty has been that China's tea has always been marketed in bulky packages and has been sold simply as tea and not as China tea. When the competitor came on the market with his advertised package brands, there was nothing to hold the interest in China's product, nobody to talk for it, so it simply has dropped out of the market—although in many ways, flavor being the most important, China's product is excellent. So now the Chinese are going to take a page from the experience of their competitors and advertise China's tea back into favor. And it should also be said here that in case the efforts of the China Tea Company are successful, there is quite likely to follow a general campaign on the part of the wealthy tea guilds (trade associations) to standardize their brands and advertise them in the same manner.

Preparations for the campaign that is soon to begin have been going on for some time, nearly four years. Modern tea rolling machinery has been imported to meet the Chinese demands. Machines for filling packages have been imported or designed, and trade-marks and package labels have been designed and printed—the work also being done here in Shanghai. One sample advertisement that is appearing in the

Shanghai foreign newspapers is shown on page 8, with one of the brands given prominence. Tea firing plants have also been constructed, where the work originally performed by the sun, will in future be done by artificial means. Thus a new epoch comes in the industrial development of China—the transition from hand labor to factory production.

Recently it was the writer's good fortune to visit several of the company's plantations at Hangchow, China. This city has for some two thousand years been known as China's "Heaven on Earth," the city being built around a beautiful lake and stretching out in all directions are low, round-topped hills or mountains. The Chinese have literally turned these hills into veritable gardens of Eden. A tea plantation is quite different from the American idea of the word "plantation." Plantation in China usually means a tract of land about one-fourth of an acre, or it may mean a tract twenty feet square, and that square may be a little terrace or "stair-step" on the side of a mountain. A tea bush is usually about four feet high and about the same in diameter. The leaves are of a dark green color, and the Chinese farmers, each wearing hats made of bamboo, about three feet across, go about among the bushes selecting leaves of uniform size which they place in a bag that hangs from the shoulders. It should also be stated here for the information of the tea drinker, that "green" tea and "black" tea come from the same plant, the difference being the length of time of fermentation given in preparing the product for market. It might also be interesting to American readers to know something of the stages that the tea leaves go through before they are delivered to Mrs. Housekeeper. The leaves are first spread out in the sun where they are permitted to wither for a certain time. Then they are gathered together and passed through a machine (formerly done by hand), by which the leaves are rolled. This operation is extremely difficult for in

Supreme in Their Field

In Rhode Island There Are Approximately

85,000 English-Speaking Families

*The Combined Net Paid Circulation
of the*

Providence Journal

(Morning) and

The Evening Bulletin

For June was

85,018

of which

80,000 Was Unduplicated

This is proved by the fact that on July 4, 1918, when *The Bulletin* was not issued, the net paid circulation of

The Providence Journal was

77,903

To Cover Rhode Island use

**THE PROVIDENCE JOURNAL and
THE EVENING BULLETIN**

Flat Rate

Members A. B. C.

PROVIDENCE JOURNAL COMPANY

PROVIDENCE, RHODE ISLAND

Representatives—CHAS. H. EDDY CO.

NEW YORK

1011 Fifth Ave. Building

BOSTON

1015 Old South Building

CHICAGO

1036 Peoples Gas Building

case the leaf is bruised or broken, its cells lose the oils of caffeine or theme that gives the tea its aroma. Then the rolled tea is exposed to the sun or warmed slightly by artificial means and then placed in a box which is covered by cloth. The tea is examined from time to time and when the fermentation has produced a certain color, the tea is immediately "fired" or baked, and is then ready for the packages. The firing machines are large metal drums that are rapidly revolved over charcoal fires. The China Tea Company has now so perfected its methods of handling the product that from the time it is gathered until the time it is placed in packages, it does not come into contact with the hands of the laborers.

COPY TO APPEAR IN U. S. A. SOON

More might be told of the plans of this company, but I fear I may be stealing some of the advertising thunder that American housewives are soon to be reading in their favorite journals. It might, however, be interesting here to tell something of the tea-drinking habits of the Chinese. Every one of China's 400,000,000 people drinks tea—and that constantly. When Mr. Chinaman takes a trip, he always takes along his favorite brand of tea and his tea-pot, many of which are of silver and quite ornate. He places a few of the tea leaves in the pot and has the porter bring him hot water which he himself pours into the pot. After it has steeped a little he pours it into a cup and drinks it just that way. In his opinion the American habit of adding sugar and cream simply spoils the brew. If he happens to be a wealthy Chinese, he probably then gives the used leaves to his servants who steep them over again for their use and so on down the scale until the final production that reaches the lowliest coolie amounts to little more than hot water. This is the national drink of China—summer and winter, large and small, wealthy and poor—tea and then some more tea.

If you visit a Chinese in his home or in his place of business, the first thing you must do is drink tea. After you have visited a dozen shops in one day, you begin to question your capacity for anything else. When a Chinese desires to give a foreign friend a present, it is usually a box of tea. If China succeeds in teaching America the tea habit as her own people have learned it—and also as Great Britain has learned it—the Shipping Board will certainly be forced to put more ships on the Pacific.

"Of Supreme Value"

THE NEW YORK TIMES
TIMES SQUARE

JULY 22, 1918.

Editor of PRINTERS' INK:

I congratulate you on the thirtieth anniversary of PRINTERS' INK. For many years I have read it regularly and found in it much valuable information. I have also come to regard it as an authority on matters relating to advertising and other methods of publicity.

The stand PRINTERS' INK has taken on questions dealing with the ethics of advertising and the support it has given to movements for the honesty of all advertising render it of supreme value to advertisers and others engaged in the business of advertising.

LOUIS WILEY.

Jarrett Resigns from "Collier's"

J. G. Jarrett, treasurer of P. F. Collier & Son, Inc., has resigned.

Mr. Jarrett had been associated with *Collier's* for thirteen years. He started out with the firm as a "cub" advertising solicitor, and rose successively to be New York city representative, eastern manager, advertising manager and then treasurer of the company.

Mr. Jarrett has made no plans for the future as yet, but will probably take a vacation for the time being.

Boice Now Vice-President of Critchfield & Co.

H. K. Boice, since 1911, manager of the New York office of Critchfield & Co., advertising agents, Chicago, has been appointed vice-president of the company. Previous to his connection with the Critchfield Agency he was advertising manager of Joseph T. Ryerson & Son, iron, steel and machinery jobbers.

The *Clothing Designer*, New York, has changed its name and hereafter will be known as the *Clothing Trade Journal*.

A Straight Path to a Rich Market

The nearly 200,000 prosperous subscribers to Green's American Fruit Grower do not prize it alone for its valuable data and practical solutions of their horticultural problems. They depend upon its advertising columns to solve their buying problems.

You can solve your selling problems by telling them of your goods in the medium that has their confidence—the one medium that reaches the great fruit growing class in a national way.

Green's
**AMERICAN
FRUIT GROWER**

The National Fruit Journal of America

Guaranteed minimum circulation, 175,000 monthly

AMERICAN FRUIT GROWER CO., Inc., Chicago, Ill.

Samuel Adams, Editor-Publisher.

Paul C. Stark, Associate Editor.

Charles A. Green, Associate Editor.

Member Agricultural Pub. Ass'n.

Applicant for membership A. B. C.



"AMERICA'S ANSWER"

Second U. S. Official War Feature

See our boys go over the top at Cantigny!

GENERAL PERSHING himself sent to this country much of the material included in "America's Answer"—the second Official Government War Film, now playing at the Geo. M. Cohan Theater, New York; the Forrest Theater, Philadelphia; and the Majestic Theater, Boston.

See our boys building a 3-mile pier in a French port; assembling American locomotives—baking bread—each loaf stamped with the company's trade-mark.

See huge heaps of Yankee shoes being salvaged—quantities of worn out underwear being put in shape for our boys by motherly French women; American motor trucks swung off ships and fired

from their cranes by Austrian prisoners.

See American soldiers going over the top at Cantigny—the French tanks and flame-throwers in action—the capture of German prisoners.

This stirring war film is a fitting sequel to "Pershing's Crusaders," which is now appearing in thousands of motion-picture theaters throughout the country. If it hasn't been shown in your town, ask your theater manager to get it.

Another feature-picture every American will surely want to see is "The Bridge of Ships"—a two-reel film telling a graphic picture-story of the ship-build-

ing achievement of the U. S. Government.

Also look for the Allies' Official War Review, a digest of current activities of the American, French, British and Italian troops on the Western Front. Shown each week at your favorite theater.

Is your boy over there? Or perhaps your brother or husband? Do you want to see how he is living—what he is doing and how he is doing it? His life in the new environment is vividly portrayed in these impressive war films prepared by Uncle Sam for the folks who have to stay at home.

The exposition of Captured War Trophies will be held in the leading cities of the United States. Watch for announcements.

"PERSHING'S CRUSADERS" distributed by First National Exhibitors' Circuit, Inc.

Presented by
COMMITTEE ON PUBLIC INFORMATION, George Creel, Chairman
Through the Bureau of Films, Charles S. Hart, Director, Washington, D. C.



Advertisement which will
appear in the August 10th Collier's

more than a million Every Week

"See our boys go over the top at Cantigny!"

So the Committee on Public Information heads the advertisement of the new Official Government War Film, "America's Answer."

And don't forget that it was at Cantigny that

Collier's correspondent went over the top with them!

The newspapers of May 29th were full of James Hopper's exploit: over the top unarmed, and then to have twenty Germans surrender to him—it was like the old romantic days of war correspondents in former wars.

Hopper's account of his experiences will appear in an early issue of Collier's.

And this may be taken as a fair indication of the vivid, vital accounts of big events which Collier's is publishing to-day.

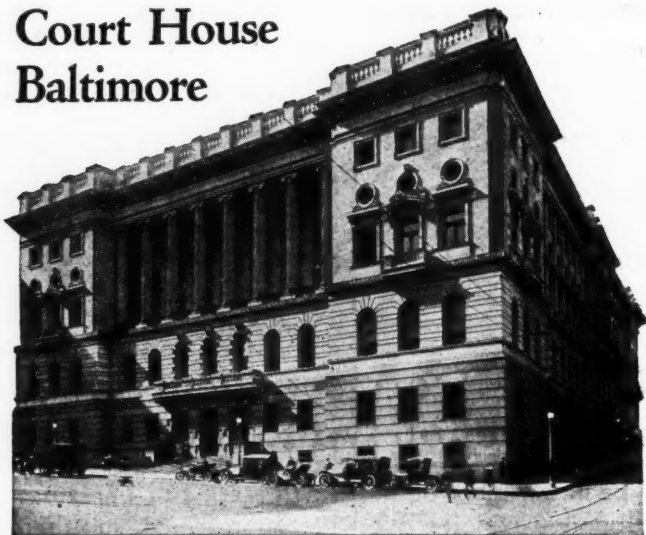
Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

More than ⁵² million Every ^{year} ~~week~~

Court House Baltimore



East Entrance to the Baltimore Court House, Facing the Post Office.

BESIDES being one of the most imposing structures in Baltimore, the Court House, built at a cost of \$3,000,000.00, is adorned with some of the finest mural decorations of any public building in America. Together with the Post Office and City Hall, the Court House, which also occupies an entire block, is a unit in Baltimore's great civic center plan, reaching from St. Paul Street to Jones Falls, and fast becoming a reality.

If you plan to bring your product to Baltimore—and any article or commodity of merit has almost unlimited possibilities here—be your own court long enough to judge this important advantage in using The Baltimore NEWS: NEWS CIRCULATION IS ALMOST ENTIRELY FREE FROM DUPLICATION, while the only other Baltimore paper to be seriously considered for national advertising combines in its net paid figures an afternoon paper whose circulation, according to latest authoritative reports, is a 97% duplication of its morning issue!

In June, 1918, net paid average circulation gains of The NEWS, as compared with June, 1917, exceeded the circulation gains of all other Baltimore papers, morning, evening and Sunday combined!

For More MARYLAND BUSINESS Concentrate in

The Baltimore News

The Fastest Growing Baltimore Paper

AVERAGE NET PAID CIRCULATION FOR JUNE

1918	119,880 Daily	114,424 Sunday
1917	87,705 Daily	71,310 Sunday
Gain	32,175 Daily 36%	43,114 Sunday 58%

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

An Open Letter to the American Medical Association

An Urgent Need of Aggressive Health Education

GENTLEMEN:

My understanding is a physician who advertises is not eligible for membership in your association. He may insert a "card" in his local newspaper. In this card, he may say that his office hours are so-and-so. He is also, I believe, permitted to give his address—perhaps, also, his telephone number. Further than that, he must not go. If he does, he will get into trouble.

Is this a fairly accurate statement of the attitude of your association as regards advertising? If it is, I am heartily in agreement with it. Not for a moment would I urge that your association lower its standards or depart, in the slightest degree, from a policy which needs neither explanation nor defence. Furthermore, I am sure that I voice the thought of intelligent men everywhere when I say that I would not, under any circumstances, employ a physician who advertises.

Having said this, may I be permitted to say something more?

In the last four years, this old world of ours has been turned upside down. We have discarded many a belief that is older than ourselves; and we have accepted others of which only a few months ago, we had never heard. It is a time for readjustment.

To illustrate: You and I do not believe in war. It is archaic—barbaric. Yet we are at war and we are doing everything we can to win the greatest war in history.

You do not believe in advertising—that is, in advertising which is intended to advance the interests of the individual physician. No more do I.

But, is there any good reason why the aims, the ambitions, the principles and the policies of the medical profession, as a whole—

not those of an individual practitioner—should not be expressed much more clearly than they are?

Is there any good reason why the medical profession, as a whole, should not tell the people of the country, as a whole, how tuberculosis develops and how it can be avoided by proper food and plenty of fresh air? Why daily baths are beneficial? How to treat minor ailments, particularly those of childhood? Which foods are most nutritious—and why? How to eat? Breathe? Walk? Exercise? In other words, *how to keep well*.

You will admit, won't you, that a thing of this kind would be worth doing, and that if done intelligently, it would be beneficial?

There is a way to do it—by advertising.

It may seem strange to you, gentlemen, that your association should be asked to do something which appears to be detrimental to the best interests of its members. "The function of the physician," you may say, "is to heal the sick. If there were no sick, there would be no need for doctors."

The function of the American Sugar Refining Company is to refine and sell sugar. But, for some months past, it has asked the public, in its advertising, to get along with as little sugar as possible.

The function of the Pennsylvania Railroad is to transport passengers and freight. But, from time to time, it asks the public not to travel.

The function of the Washburn-Crosby Company is to mill and sell flour. But in its advertising, the Washburn-Crosby Company asks the public to use corn meal, ground rice, etc., and thus save flour.

The function of Hart Schaffner and Marx is to make and sell clothes. But, in their advertis-

ing, Hart Schaffner and Marx ask us to get along as best we can with the clothes we have.

The reason is—*Necessity*.

The reason your association should take action which will tend to keep men and women from consulting physicians, unless absolutely necessary, is—*Necessity*.

Here is the situation: There are about 150,000 physicians in the United States. It is estimated that between 80,000 and 95,000 are in active practice; 23,000 are in the army or navy. Near-

It is difficult—perhaps, impossible—to add greatly to the number of physicians. But it is neither difficult nor impossible to educate people to a realization of the fact that health can be purchased if we are willing to pay the price for it.

Who should bear the cost of such a campaign of education? The physicians? Hardly. Who, then? That is a question which you should answer. All I am trying to do here is to "sell" you on the idea. If it impresses you

as fundamentally sound, you will find a way to make it work. It may be that many newspapers would publish free of charge or at a nominal rate advertisements of the kind I have in mind. It may be that county or State boards of health would arrange for their insertion. The "copy," it seems to me, should be written by advertising men who are thoroughly in sympathy with the ethics of your profession. There should not be a word in the copy that could be construed as intimating that physicians "cure" disease. "Quacks" and patent medicines should not

Facts About Consumption

Consumption is curable—if taken in time.

That Is Fact No. 1

Consumption is not hereditary.

That Is Fact No. 2

Neither dirt nor over-crowding cause consumption.

They are factors in spreading the disease, but they do not cause it.

That Is Fact No. 3

Insufficient food, lack of fresh air and sunlight—these are the causes of consumption, nine times in ten.

That Is Fact No. 4

No doctor can "cure" consumption. No honorable practitioner will promise to do so. He can, however, tell one what to eat and what to let alone. He can suggest where one should live and what one should do in order that Nature may have an opportunity to restore one to health. His "prescription" will take some such form as this:

Fresh air and sunshine.

Good food in abundance.

Agreeable occupation.

Just enough exercise to tire, but not exhaust.

Delaware County Board of Health

WOULD NOT SUCH COPY AS THIS BE EFFECTIVE?

ly 50,000 will be required eventually for the army. There may not be, at the moment, an actual shortage of physicians, but if the war goes on for another year, there will be. If it continues for two years, the shortage will be still greater. It is conceivable that it may be tragic.

The alternatives are:

More physicians

or

Fewer patients.

be mentioned. The thought back of the advertising, the thought which every advertisement should express, is that most of the ailments to which flesh is heir can be avoided by right living. The advertisements on pages 18 and 19 will give you a fairly good idea of how this might be done. Please do not dissect these advertisements. They are merely attempts to put into words the ideas suggested herein.

It may interest you to know that one of the results of the transfer of several thousand physicians to Government service is a noticeable increase in the sale of patent medicines. This, I am told, is due to the fact that 'relationships between physicians and patients have been broken, and the patient, not knowing another physician well enough to go to him, unless in desperate need, is peculiarly susceptible to patent medicine advertising or to the suggestion of druggists to try

could not adequately care for the persons with defective teeth in this city," declared Dr. S. Josephine Baker, Director of the Child Hygiene Division in the Department of Health, at a public hearing yesterday before the Committee on General Welfare of the Aldermen. The hearing was held on the resolution introduced by Alderman Calman amending the Sanitary Code so as to provide for a Bureau of Oral Hygiene in the Child Hygiene Division of the Health Department.

Dr. Baker said that of all the pupils in the schools of the city 67 per cent had been found on inspection by the department inspectors to have defective teeth. The department now conducts a number of dental clinics, but the object of the amendment is to make the clinics

Help in Case of Accidents.

Drowning. 1. Loosen clothing, if any. 2. Empty lungs of water by laying body on its stomach, and lifting it by the middle so that the head hangs down. Jerk the body a few times. 3. Pull tongue forward, using handkerchief, or pin with string, if necessary. 4. Imitate motion of respiration by alternately compressing and expanding the lower ribs, about twenty times a minute. Alternately raising and lowering the arms from the sides up above the head will stimulate the action of the lungs. Let it be done gently but persistently. 5. Apply warmth and friction to extremities. 6. By holding tongue forward, closing the nostrils, and pressing the "Adam's apple" back (so as to close entrance to stomach), direct inflation may be tried. Take a deep breath and breathe it forcibly into the mouth of patient; compress the chest to expel the air, and repeat the operation. 7. DON'T GIVE UP! People have been saved after hours of patient, vigorous effort. 8. When breathing begins, get patient into a warm bed, give warm drinks, or spirits in teaspoonfuls, fresh air, and quiet.

Burns and Scalds. Cover with cooking soda and lay wet cloths over it. Whites of eggs and olive oil. Olive oil or linseed oil, plain, or mixed with chalk or whiting. Sweet or olive oil and linseed-water.

Lightning. Dash cold water over a person struck.

Stroke. Loosen clothing. Get patient into shade and apply ice-cold water to head. Keep head in elevated position.

Mad Dog or Snake Bite. Tie cord tight above wound. Suck the wound and cauterize with caustic or white-hot iron at once, or cut out adjoining parts with a sharp knife. Give stimulants, as whiskey, brandy, etc.

Stings of Venomous Insects, etc. Apply weak ammonia, oil, salt water, or iodine.

Fainting. Place flat on back; allow fresh air, and sprinkle with water. Place head lower than rest of body.

Tests of Death. Hold mirror to mouth. If living, moisture will gather. Push pin into flesh: If dead the hole will remain, if alive it will close up. Place fingers in front of a strong light. If alive, they will appear red; if dead, black or dark. If a person is dead decomposition is almost sure to set in after 72 hours have elapsed. If it does not, then there is room for investigation by the physician. Do not permit burial of dead until some certain indication of death is apparent.

Cinders in the Eye. Roll soft paper up like a lamp lighter, and wet the tip to remove, or use a medicine dropper to draw it out. Rub the other eye.

Fire in One's Clothing. Don't run—especially not downstairs or out-of-doors. Roll on carpet, or wrap in woollen rug or blanket. Keep the head down, so as not to inhale flame.

Fire from Kerosene. Don't use water, it will spread the flames. Dirt, sand, or flour is the best extinguisher, or smother with woollen rug, table-cloth, or carpet.

Asphyxiation from Inhaling Illuminating Gas. Get into the fresh air as soon as possible and lie down. Keep warm. Take ammonia—twenty drops to a tumbler of water, at frequent intervals; also, two to four drops tincture of nux vomica every hour or two for five or six hours.

COPY FOUNDED ON MATTER SUCH AS THIS, WHICH HAS BEEN USED, SHOWS WHAT MIGHT BE DONE

such-and-such a preparation. Just how far this tendency is likely to go cannot be determined but there can be no question but that a well-executed campaign of education would check it.

An interesting sidelight on existing conditions is thrown by this extract from a recent issue of the *New York Times*.

TO FIX CHILDREN'S TEETH

DR. BAKER SAYS 67 PER CENT IN SCHOOL HAVE DEFECTIVE ONES

"If all the dentists in the United States were to come to New York they

mandatory upon the Health Commissioner. The committee's decision is expected to be reported out at the meeting of the Aldermen to-day.

If this is true of dentists, it is equally true of physicians. There is, or soon will be, more work for them than they can do.

J. M. CAMPBELL.

Wittmarck in New Position

C. W. Wittmarck has resigned from the Oshkosh Overall Company, Oshkosh, Wis., where he was sales and advertising manager, to be assistant advertising manager of the Carnation Milk Products Company, Chicago and Seattle.

The "Noes" Have It; P. I. Won't Change Size

MOORE PUSH-PIN COMPANY
WAYNE JUNCTION, PHILADELPHIA, PA.,

July 20, 1918.

Editor of PRINTERS' INK:

Now, for the twenty-seventh time, I am about ready to renew my annual subscription for PRINTERS' INK, but hesitate, owing to the rumors about change in the size of your valuable publication. If this be true, I shall not renew it, for it would not seem to me like the old friend that I have known for so many years.

PRINTERS' INK has been my advertising guide since my New York experience with Sosodont advertising twenty-five years ago, when the Sphinx Club was organized, at which time I used to attend their meetings with the late Mr. Geo. P. Rowell, F. J. Gibson, F. L. Perine, Artemas Ward, Charles Austin Bates, and others who are really the fathers of our present advertising methods, and through PRINTERS' INK we laymen received our instruction from them.

In fact, the Poor Richard Club owes its conception to PRINTERS' INK, for when I located in Philadelphia I missed my old advertising associates and through the stimulus of PRINTERS' INK looked around for men who would form a similar organization in Philadelphia, and that was the starting of The Poor Richard Club.

PRINTERS' INK was also used by me during my many years' teaching at Temple University and the Y. M. C. A., for it was always used as my text-book and recommended to be read regularly.

The above preamble is simply to explain to you why I would miss PRINTERS' INK were it garbed in any other form than it is now presented.

WM. PERCY MILLS.
President.

MR. MILLS need not worry. Let us assure him and the many others who may be concerned lest PRINTERS' INK may change its size that they have no cause to be alarmed. PRINTERS' INK will retain its familiar proportions. We have never had any serious intention of altering them.

Perhaps on the average of about once a year, we receive a letter from a reader suggesting that PRINTERS' INK enlarge its size. In order to sound the opinion of our subscribers on this subject, a few weeks ago we published one of these letters. Just as we expected, the sentiment is overwhelmingly against the change. Immediately letters began pouring in protesting against any change. The vote was about fifty to one

in favor of the present size. That seems to settle the question.

Plausible argument can be made in an effort to show why PRINTERS' INK should alter its size. But offsetting these are many reasons why it should not. These offsetting reasons were well stated in the letters which we recently published and which it is not necessary to review here. One significant point that most of our correspondents brought out is that the well-known dimensions of PRINTERS' INK is a most valuable trade-mark, which distinguishes the publication wherever it is seen.

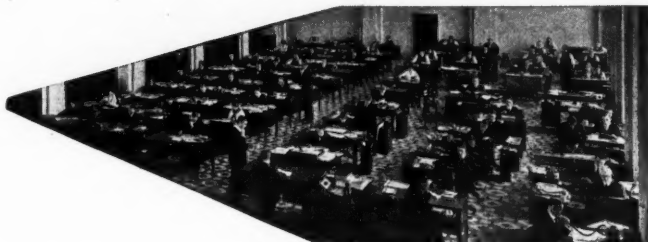
But more striking still is that practically every letter we received anent the "size" discussion emphasized the fact that PRINTERS' INK is carried around in the pockets of its subscribers. The extent to which this is done is truly amazing and is possibly the best piece of evidence that could be adduced in favor of the present "compact, convenient and companionable size," as Mr. Howard, of the Commonwealth Edison Company states it.

There is an ever-increasing tendency among business men to devote their spare moments to business reading. By utilizing the odds and ends of time, while riding in trains, waiting in barber shops and for appointments they are able to get in eight or ten hours of instructive reading each week. That is one reason why PRINTERS' INK is the vade mecum of so many sales executives.

Finally, even though we were to increase the size of the publication, we are sure we could not increase its editorial merit, and at the same time we have every reason to believe that we would decrease its readability. Therefore PRINTERS' INK will stay as it is. It will not grow longer or wider or narrower. If it grows thicker our many friends probably won't protest.—[Ed. PRINTERS' INK.]

Columbia Motors Copy Placed by Seelye

The Warren O. Seelye Advertising Company, Detroit, is placing the advertising of the Columbia Motors Company.



It Serves the Advertiser Whether He Uses It or Not

The more truthful, attractive, instructive and helpful all advertising is made the greater is the influence of the individual advertisement.

By placing at the disposal of our advertisers the trained and specialized skill of the writers and artists in our Advertising Service Department, we render a service to the customer who prepares his own copy as well as to the one who prefers to have our department do it for him.

Here is why.

The work of this department tremendously increases the attractiveness of the advertising pages as a whole, thus insuring a more interested audience for all the advertising in our publications. And that is a service of value to *every* advertiser.

McGraw-Hill Publications

Members of Audit Bureau of Circulations

**Serve a Buying Power Aggregating
Billions of Dollars
Annually**

Power
Coal Age

American Machinist

Electric Railway Journal

Engineering & Mining Journal

Electrical World

Electrical Merchandising

Engineering News-Record

Chemical & Metallurgical Engineering

reaching "the lady of the house"

L. S. sandwiches a few observations in between a newly-baked cake and a soap test

ONE day, about a year ago, we asked each of our stenographers to bake at home certain bread-stuffs, using a shortening advertised by one of our clients.

The resulting reports were so interesting and worth while that many of them were used bodily as copy. But L. S. in particular showed so much promise that we asked her to give up her red-ruled notebook and step into a copy room.

Only a few months went by when we found that L. S. was a natural cook—and so good at discovering, originating and testing recipes that we built the B-R Test Kitchen right beside her office.

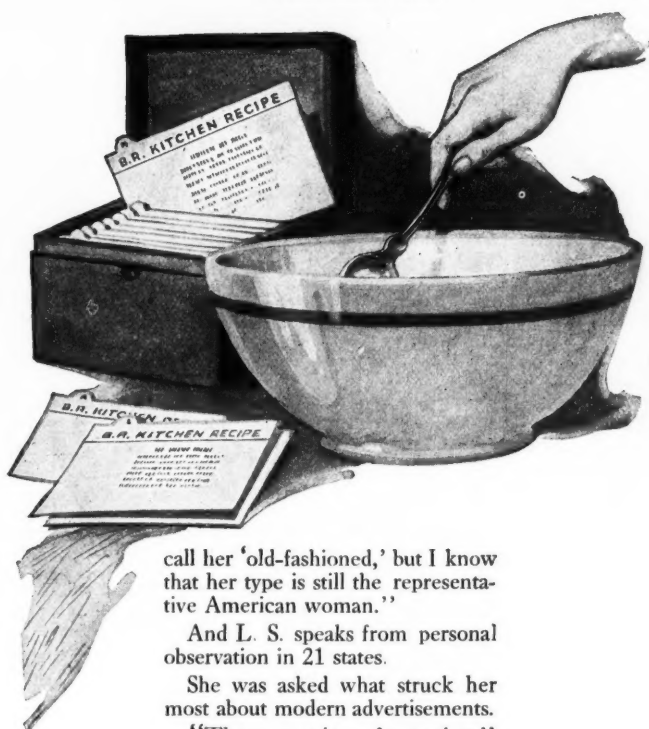
But it is about time to let L. S. speak for herself.

"I'm fully in sympathy with the Domestic Science experts," said L. S. as she examined a test cake fresh from her oven, "but I'm really a lot more interested in the woman who is in the kitchen of the average home. The woman that I like to work for and write to is proud of her children, her husband and the home she is making for them. Lots of people would



Blackman-Ross

ADVERTISING



call her 'old-fashioned,' but I know that her type is still the representative American woman."

And L. S. speaks from personal observation in 21 states.

She was asked what struck her most about modern advertisements.

"The repression of emotion," she replied. "I think that the advertisements of the future will be much more 'human'—and by 'human' I mean that they will not be ashamed to show a little emotion now and then."

We advertising men talk much about "human" interest, but evidently our efforts in that direction go straight over the heads of a good many women like L. S.

ON AUGUST 15th:
"Hidden Dimensions"

Company New York

95 MADISON AVE.



750,000 WOMEN Need Stockings

for themselves and their sons and daughters—also suits and dress goods, corsets, underwear, gloves and shoes.

These women are the mothers and wives in 750,000 Farm Homes—where the income per family exceeds that enjoyed by the readers of any other periodical in America of equal or greater circulation.

A recent investigation in 10,000 farm homes, showing brands of hosiery purchased and prices paid by farm women, will be of interest to you.

The Farmer's Wife

The Only Publication Devoted Exclusively to the Interests of Farm Women

St. Paul, Minn.

Effect of Negro Migration on Advertiser's Markets

How Will the South Do Without the Thousands of Colored Workers Who Have Gone?—Market Wide Open for Labor-Saving Devices of All Kinds

By L. C. Devison

SOUTH State Street, in Chicago, shows more negroes than West Walnut Street, in Louisville.

That is one way of saying that negro migration to the North from the South has changed basic conditions as to population, and introduced new factors that are having a big effect in shaping the merchandising and marketing methods of many manufacturers.

The migration of hundreds of thousands of negroes to Northern cities—the exact number is not known, but is unquestionably very large—has left behind a problem, just as it has created one in the North. In the latter section the prevailing question is, "What shall we do with them?" In the South the question is asked, "What shall we do without them?"

One of the most striking answers to the query of Southern people is given in the heavy purchases which are being made of labor-saving devices for home use, for factory use and for farm use. For the first time the South, with its usually plentiful supply of negro workers diminished to the point where a real scarcity is felt, is anxious to make up for this lack by the use of appliances which will cut down the amount of labor required to accomplish the results.

This means that the South is a different proposition from what it formerly was. It means that the old mental picture which advertising men, along with others, have had, in which plentiful, cheap labor had a leading part, is now incorrect. The old-time darky house servant, who would never be persuaded to use a mechanical device, and the languid Southern

beauty who never entered the kitchen and left all the domestic details to the help, are now more true of Southern fiction than of Southern life.

Not very long ago the writer of this received a letter from a manufacturer of electric washing machines, in the course of which the following statements were made:

"You may be interested in knowing that the home electric labor-saving appliance business is picking up wonderfully in the South. Our company and others engaged in similar lines have long labored under the impression that the South offered absolutely no market for any labor-saving appliance, owing to the fact that domestic help was plentiful and consequently cheap. A very marked change in conditions has manifested itself."

AN EAGER DEMAND FOR LABOR SAVING DEVICES

Successful campaigns in Southern cities have been put on recently by central stations and dealers handling this class of goods. One concern in Atlanta sold so many electric washing machines in a month's campaign, working closely with the salesman of the manufacturer, that he sought the assistance of the latter in securing the agency for other products of the same general character. He was successful in landing the sales rights for a household dish-washing appliance, and has been pushing this successfully by means of newspaper advertising and other promotion methods.

War conditions have emphasized the changes that have been in progress. The hegira of ne-

groes toward Northern cities has been going on for a good many years, but since the big packing houses and other large manufacturers have been needing help in quantity the South has been drawn on more than ever before, and an active propaganda has been extended in that section, the result of which has been to increase greatly the colored population in Chicago and other Northern cities.

So many negroes are now located in Chicago, as a matter of fact, that one of the newspapers there published a series of articles several months ago dealing with the colored population, studying the new conditions which their presence had created, and the problems which would have to be solved in connection with their housing, education, etc. Some people believe that there are more negroes in Chicago to-day than in any of the big Southern cities like Louisville, Memphis or New Orleans.

It must be remembered, too, that the labor problem of the South has been complicated by the effect of the military draft. Negro men from 21 to 31 years of age have been taken under the selective service law just as white men have been, and this has meant the withdrawal of thousands of negro workers from factories and farms. When the loss of workers from this cause—which has created a difficult problem for all employers—is added to the loss through voluntary migration to another section, it is easy to understand that the farmer and manufacturer and householder have been hard pressed for labor with which to carry on their necessary work.

A SWING TO BETTER FARM IMPLEMENTS

The tractor, which is popular in these sections, is also being marketed successfully in the South. This is not altogether due to labor shortage, of course, because power farming equipment is a good buy under any conditions as to labor; but certainly the difficulty of getting plenty of

cheap farm labor has made Southern farmers responsive to suggestions regarding the purchase of gasoline engines, tractors and other power farming machinery.

To indicate the shortage of help in the manufacturing lines, the head of a big veneer mill reported recently that he had employed women to work in his Arkansas plant, and that every other veneer manufacturer in that section is using woman labor. These are negro women, and are working side by side with negro men who formerly were used exclusively in the mill operations connected with the forest products industry.

NEGRO WOMEN SCARCE FOR HOUSEHOLD WORK

With the negro women formerly available for domestic help working in mills and factories, and with many of them departed with their male relatives for Northern industrial centres, help is hard to get for domestic purposes, and wages, of course, have had to be increased. The wages formerly paid domestics in Southern cities were relatively low, compared with the figures which are standard in the North, and news regarding these has, of course, filtered home through letters and visits. That has had a distinctly bullish effect on the market for domestic labor.

Furthermore, a great many of the smaller cities in the South have arranged for central station service during the past few years. Municipal improvements of this character have been exceedingly numerous during that period, as anyone who has had the job of reporting developments along this line will readily attest. Flour mills and ice plants have been equipped to manufacture electricity as a side line, and thus many additional customers for electrically operated, labor-saving devices have been added in territory where the number of people reached by the lines of the central stations was formerly distinctly limited. This is no longer the case.

One phase of the campaigns for the sale of such products as washing machines has had to do with the sanitary features. Some of the advertising which has been put out in Southern cities, urging housekeepers to do their own washing at home, instead of sending it out to negro washerwomen, has suggested the danger which exists when the garments are taken into the home of the latter, about which nothing is known, and which may be unsanitary and may be the means of spreading disease. This has been a particularly effective argument in a number of cases, it is stated.

The labor shortage caused by the reduction in the negro population has come at the very time when the demands on Southern manufacturing enterprises and Southern food producers have been exceptional. Southern mills are turning out lumber for ships, for artillery and for army wagons. Southern plantations are furnishing cotton and rice and a great

variety of other products which are essential in war activities. Consequently the industrial managers and farmers have usually had the means as well as the desire to make the necessary substitution of mechanical for hand work where it was possible to do this.

While predictions regarding after-the-war conditions are rather difficult to make, and while many of the negroes who are now working in Northern industrial centers may return to the South later on, it is hard to believe that the old situation will be restored. It is true that newspapers in some Northern cities are urging that negroes no longer be encouraged to come North, and insisting that they are better off at home, where the climate is more suitable and where housing and other conditions are not so difficult of solution.

But once a strong movement such as that involved in the present negro migration has taken

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

place, it is practically impossible to reverse it completely. Many of the negroes will make good in the North. Many have already acquired position and competencies in Chicago, and even political recognition.

On the other hand, Southern people who have become accustomed to the use of devices and helps which they did not need before will appreciate their conveniences and efficiency too much to care to give them up, even if they are able to restore the favorable conditions as to labor which they formerly enjoyed. Hence, assuming that the present is an extreme situation, which may not last, it is safe to say that the South is undergoing changes that make it a much more attractive market for many lines of manufactured articles which formerly could not be sold to advantage there.

Stores Protest Anti - Christmas Trade Campaign

THE Retail Dry Goods Association has issued a statement of its position in regard to the proposed campaign against the giving of merchandise as presents next Christmas. The proposed campaign is instigated by the Council of National Defense. After stating that many protests are being received from merchants throughout the country, the letter of the association continues:

"There is also a strong feeling that such publicity action by the Council of National Defense would tend to eliminate the giving of merchandise of a useful character as Christmas gifts.

"It is a well-known fact that during the last few years the tendency in gift giving has gravitated toward the giving of useful and needed articles. Consequently there is practically no waste nor any serious duplication. Gift giving has gotten down to the basis of giving only such things as are needed by the recipients.

"In letters which we are receiv-

ing from business men throughout the country there is a feeling that the Council of National Defense does not appreciate the real situation and the resultant effect upon business if an anti-Christmas campaign of publicity is inaugurated. Many merchants believe that, while the intentions of the Council of National Defense are undoubtedly good, the entire matter is being well handled by the War Industries Board, and a campaign of publicity will only tend to stir up business without accomplishing any beneficial results.

"The merchants of the country are willing and glad to do everything in their power to assist in the prosecution of the war, but they are unable to see wherein needless agitation, which is liable to break the backbone of business, could be other than harmful.

"If the keeping open of theatres and other places of entertainment and the continuation of sports and games are needed to maintain the morale of the civilian population, is it not necessary that the spirit of the Christmas holidays also be maintained?

"As we have stated, it is not a question of whether or not the merchants are supporting the Government in the prosecution of the war. This has already been answered by the merchants in many directions, and in such a way that there can be no question about their patriotic loyalty and their willingness to go the limit.

"The merchants feel, however, that the public will do all the curtailing of useless gift-giving that is necessary, and that a needless publicity campaign might work serious harm."

Keeley Aids Creel

George Creel, chairman of the Committee on Public Information, has appointed James Keeley a special representative of the Committee to act in connection with its foreign educational work. Mr. Keeley, who was until recently editor of the *Chicago Herald*, will have his offices in London and Paris.

George L. Dyer Company is handling the advertising account of the Packard Motor Car Company, Detroit.

"The report of the circulation for June of the Philadelphia Bulletin shows an average daily sale of 425,055 copies. This is the greatest circulation ever enjoyed by The Bulletin, and is the greatest circulation of any newspaper in the history of Philadelphia.

"One feature of the record circulation of The Bulletin is the fact that it is on a two-cent basis, and at a time of the year when circulation records are made in a reverse way—low rather than high.

"Another feature is that the June record is about 10,000 copies more than the greatest circulation of The Bulletin at the one-cent price in the best season of the year.

"The wonderful accomplishments of The Bulletin are the chief topic of discussion in publishing and advertising circles."

The Fourth Estate.

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by The Bulletin. Its circulation figures have always been on a net basis; all damaged, unsold and free copies have been omitted.

You can dominate Philadelphia

at one cost by concentrating in

The Bulletin

"the newspaper nearly everybody reads"

June
Average **425,055** Copies
a Day

The Bulletin is the only Philadelphia newspaper that prints its circulation figures regularly every day

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Verree
Steger Building

Detroit Office
C. L. Weaver
11 Lafayette Bldg.

BRUCE BARTON'S EDITORIALS

The Most American —

Most Sensible —

Most Helpful —

Best Written —

Editorials in the United States

Will Appear Exclusively in

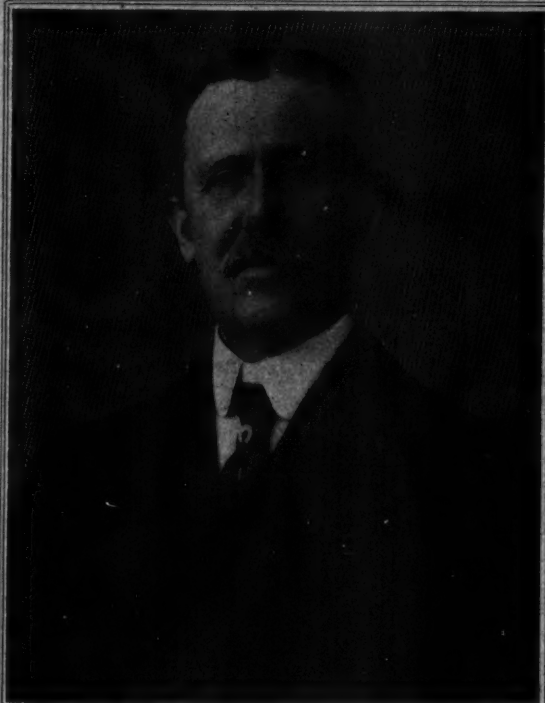
THE
RED BOOK
MAGAZINE

BEGINNING WITH THE
SEPTEMBER ISSUE



Photograph Copyright
by Underwood & Un-
derwood, New York

Bruce Barton



BUILDERS *of* AMERICAN BUSINESS

WM. Q. WALES, PRESIDENT OF THE
BROWN-WALES COMPANY

"I have been a subscriber to *SYSTEM* for a number of years and seldom miss a careful reading of each issue, taking it home if I do not find time in the office. It is passed afterward to my associates. We think highly of the publication and find it very helpful."

Wm. Q. Wales.

NUMBER CXLIII in the series of portraits of readers of *SYSTEM*

Would the French Plan Enable Us to Administer a National Trade-Mark Satisfactorily?

How the French Method Circumvents Most of the Great Difficulties

By J. T. M.

THE proposal of a national trade-mark has not evoked general enthusiasm. So far it has occasioned controversy without any practical suggestion being advanced in the way of an alternative on the part of those who oppose the national trade-mark. And yet it may be that an alternative can be found to meet the very real demand for a remedy to certain evils which afflict American products in foreign countries.

When out of a clear sky there came the announcement last March that Chairman Sims of the House Interstate and Foreign Commerce Committee had introduced a bill for the establishing by the Secretary of Commerce, with the approval of the President, of an emblem or token to be affixed, as a national trade-mark, to merchandise manufactured or produced in the United States, many anxious questions began to be heard. Was this N. T. M. to be compulsory? Anxiety on this point was quieted when it was stated that the use of the mark was to be permitted only by license from the Secretary of Commerce. What was to be the criterion for conceding the license to use the N. T. M.? Was there any prospect that it might be denied to the high-grade product, while the inferior article, by some surreptitious means, might be empowered to deck itself with the emblem or token?

The Trade Information Committee of the American Chamber of Commerce in London formally announced that it viewed with alarm the prospect that the N. T. M. might be applied to good, bad and indifferent American products, so that it would operate

to the detriment of efficiently produced standardized American goods of quality. Many competent judges in other places declared that responsible American manufacturers were abundantly able to establish the eminence of their products under their own trade-marks without the need of any omnibus national trade-mark, and that the omnibus mark would be joyously availed of by the makers of under-standard, and even of dishonest, goods.

GREAT OBSTACLES FACING NATIONAL TRADE-MARK

The London correspondent of *PRINTERS' INK* has told entertainingly how the proposal to establish a British Empire Trade-Mark fell by the wayside, there being insurmountable difficulties in the way of discriminating as to who should receive it and of deciding whether an article only partly manufactured in Great Britain was or was not a British product. Furthermore, there was the possibility of the British mark being imitated in some of the foreign countries, as Great Britain had not been a signatory to the international convention on trade-marks.

On the other hand, the Associated Advertising Clubs of the World adopted a resolution at its recent annual convention urging the establishment of a national trade-mark to distinguish and protect made-in-America goods, and other authoritative bodies have agreed that there is urgent need of a national trade-mark "owned and protected by the Government" to safeguard our merchandise rights abroad. An official of the Bureau of Foreign and Domestic Commerce of the Department of

Commerce, who had an important part in drafting the bill now before Congress, has pointed out in a public address the evils that beset American products abroad. The enemy has been systematically registering American trade-marks in foreign countries and American manufacturers have found their wares excluded from certain South American countries because Germans and Austrians had, with fraudulent intent, copied and registered the American trade-marks.

The N. T. M., its advocates say, would be granted only to manufacturers of goods that reflect credit on the industries of the country, and in this way its prestige would be upheld. How the Department of Commerce would decide that a particular product did or did not reflect credit on the industries of the country has not been stated. Neither is it intimated whether a manufacturer might be permitted to use the N. T. M. on one grade of goods, but be barred from using it on an inferior line; nor are we informed what measures would be adopted to prevent the national trade-mark from being fraudulently used in certain foreign countries, as the United States was not a signatory of the Berne International Convention on Trade-Marks. Clearly the N. T. M., at least as at present formulated, is not entirely satisfactory to American manufacturers, and equally clearly some action is needed, not merely to protect American standard merchandise against the fraudulent use of American trade-marks in other countries, but also to create and establish the valuable national asset that should derive from the superior quality of American machinery and manufactures.

The French have threshed out this whole question and they have arrived at a solution that seems to be the best of all those that have hitherto been advocated. They have reached the conclusion that it is the manufacturers themselves, not individually, but in a body, who should take the neces-

sary steps for the prestige and protection of their merchandise in foreign countries. Governments, of course, can aid in important ways in defending the national interests, but it is a weak policy to expect too much from the Government. State officials cannot be as well qualified to pass upon all matters affecting the rights and interests of the nation's industries as are those who develop and direct those industries. Germany has furnished the world the horrid example of the State busying itself with all the minute details of the national industrial and commercial life, thereby stirring up bickerings and disputes of unnecessary magnitude. If the other nations are not to be led to imitate Germany they will do well to leave to merchants and manufacturers the care of many matters they are better qualified to handle themselves. This is the French view.

THE FRENCH PLAN

At the Economic Conference of Paris in June, 1916, the question of the protection of French products abroad was a subject of discussion. A practical decision was not reached at that time, but was left to be formulated later by a committee of French manufacturers. As the conference, however, did not produce any great definite results, this question, like many others, was to a great extent lost sight of. It may now be mentioned that a representative committee of Frenchmen, after examining the pros and cons of the subject, decided that the practical thing to do was for the manufacturers of France to establish a national union, to be known as the Union Nationale Industrielle Francaise. All the members of the Union would have the right to put on their products the letters U. N. I. F., the initials of the full name, and these initials, in a suitable setting, would constitute the French national trade-mark. It would be registered everywhere possible, and would be so thoroughly advertised throughout the world,

along with the names of those having the right to use it, that all attempts at fraudulent misuse of it would be rendered futile.

The committee of French manufacturers entrusted with the work of admitting members to the Union would have important discretionary powers, and while there would be no right of appeal to the French Government against their decision, if it were adverse, they would be obliged to substantiate their reasons in every case of a rejection, and the individual applicant would always be available for admission if he could overcome the objections that had been raised in his case.

Only a plan of this kind, the French manufacturers believe, can overcome the methods of unfair competition which enabled the Germans to get such a powerful grip on the industries and commerce of France, and indeed of the United States and of other countries. German steel and iron companies, dye and chemical industries and manufacturing concerns of many kinds had established branches in France, where, under French patriotic names, they carried out the partial manufacture of their products and used the prestige of the high repute of French wares for the benefit of Germany. Unfinished manufactures of many kinds—silks, skins for gloves, materials for embroidery—were shipped from Germany into France for a finishing process and were thence exported by the Germans as "made in France" articles. The French laws did not reach them in the past and might have much difficulty in detecting them in the future even if special acts were passed to thwart their purposes. The committee of the proposed National French Industrial Union would see to it that the Germans did not use the national trademark. The manufacturer of cheap rubbishy goods, be he French or the French, would not be admitted to the Union, for the latter would have the national cause at heart and would not permit the credit of its label to be

diminished by appearing on wretched products. Goods with the initials U. N. I. F. would thereby be endowed with distinction and with a guarantee of merit, and their distribution would enhance the prestige of French industries.

In England the Cutlers' Company of Sheffield has the prerogative of keeping its own register of trade-marks "in respect of metal goods," but it has not the freedom of action or the guarantee against restraint which it is proposed to confer on the French manufacturers' committee. When the Cutlers' Company registers a trade-mark it must notify the Registrar of Trade-Marks for the United Kingdom, and the latter enters the mark in the Register of Trade-Marks, and such registration bears date as of the day of the application to the Cutlers' Company and has the same effect as if application had been made to the Registrar on that day. The British Trade Marks Act and its rules are applicable as if the Cutlers' Company, the office of the Cutlers' Company and the Sheffield register were synonymous with the Registrar, the Patent Office and the Register of Trade Marks of the United Kingdom. All this is worth noting to show that the case of the Cutlers' Company of Sheffield need hardly be considered as a model for planning a new organization for a national trade-mark. If the Cutlers' Company rejects an application, the applicant has the right of appeal to the Registrar of the United Kingdom.

PUZZLING QUESTIONS

The Germans boldly invaded Sheffield and defied the Cutlers' Company. German cutlery was brought into Sheffield in vast quantities, received there a final polishing, or other trivial treatment, and was shipped out with the Sheffield mark, to the disparagement of the genuine Sheffield product. It was all in vain that the old Sheffield manufacturers raged and protested. The law did not furnish them relief.

The recent arrest of Germans who had worked this scheme in Sheffield, some of them naturalized British subjects, possibly indicates that better protection will be furnished in the future to Sheffield industries, but that does not alter the fact that a national trademark, licensed by the Government, does not seem to assure the genuinely national character of the product in the way in which the French manufacturers would insist on it being assured.

The plans of the Economic Conference of Paris were left in abeyance largely because it was felt that the time was not yet opportune for announcing agreements by the Allies and national arrangements for warring down Germany's efforts to obtain economic domination of the world. America was still neutral and British delegates to the Conference were of the opinion that any declaration regarding economic plans might have the effect of furnishing a weapon to the pro-German propaganda in this country. The French, however, quietly continued to work on the programme for national economic emancipation, and they have reached practical conclusions on many lines of effort. That regarding the national trade-mark is no hasty conclusion, but has been evolved from a careful consideration of all the problems of the case.

The Advertiser's Trade-Mark and U. S. A.

PHEASANT NORTHWEST PRODUCTS CO.
SALEM, OREGON, July 23, 1918.
Editor of PRINTERS' INK:

If the manufacturers of this country would properly mark their goods with their own trade name and would take a more keen interest in having trade names on their products, rather than putting up their products by private labels, we would soon have the goods manufactured in the United States known the world over as articles of quality. It seems the most important proposition of marketing merchandise anywhere, is the quality, and the manufacturer who is proud of his quality certainly should be proud of his name and attach it thereto. Of course if he wants people to know where they can get more of it, he should have his address on it, which naturally carries with it—U. S. A.

I have been reading the Government

pamphlet on how the Germans have obtained a large business throughout the world, how they compete with manufacturers in other countries. They get samples of, for instance, let us say—we exported our products—Applju—for instance to Porto Rico. A German manufacturer comes along and gets ahold of this sample of our product, then proceeds to duplicate it as nearly as he possibly can and if he can't quite duplicate it he will cut the price. If the American manufacturers make their quality right, they can't be duplicated unless at a cut price and a cut price article usually does not last very long.

Another thing is that we must learn in this country, more languages than we know—that is, the salesman who is going to cover the foreign trade—and above all he must know the language of his toughest competitor so that if his competitor's catalogues and all are lying around, he will be able to read them and know the competition he is up against.

The only way a mark could be used on goods whose quality would support its dignity, would be to handle it in the same way that "Rice Leaders of the World" handle their proposition, and of course it couldn't very well be run by the Government, but by individuals who would take as a national duty the extending of their efforts along these lines. An advertising campaign could be run in various foreign countries in their newspapers and magazines advertising goods made in the United States, but be sure they carry such a trade-mark with them. Why couldn't Rice, for instance, take the more important or leading exporters of products of various kinds and get them together on an international campaign similar to the one that he runs building up the market for American-made goods in these foreign countries; let their emblem they decide on be the mark of merit as the leading producers of this country. This in itself would open the way for other American manufacturers. What do you think of the idea?

Would be pleased to hear from you further on the subject.

PHEASANT NORTHWEST PRODUCTS CO.
F. W. SCHMIDT.

New Officers for Toronto Ad Club

At the eighth annual meeting of the Toronto Advertising Club, these officers were elected for 1918-1919:

S. B. Trainer, president; Horace Hunter, vice-president; Adam F. Smith, secretary-treasurer.

Mr. Trainer is secretary-treasurer of Canadian Milk Products, Ltd.; Mr. Hunter is vice-president of MacLean Publishing Company, and Mr. Smith, manager of R. C. Smith & Son, Ltd.

R. J. Reynolds Dead

R. J. Reynolds, head of the R. J. Reynolds Tobacco Company, maker of Prince Albert smoking tobacco and Camel cigarettes, died at his home, Winston-Salem, N. C., last Monday, July 29.

27.8% Gain

in advertising
lines first eight
months of 1918
over the same
period in 1917

The
Delineator

No Mail Order Advertising Accepted



Full Landed Wire Reports of Associated Press, United Press and International News Service.

The Tulsa Democrat
Evening and Sunday
The Tulsa Morning Times
Morning

Volume 1, Number 10,000
At 2 Dimes per Copy

TULSA, OKLAHOMA
May 7th 1918.

The E. Katz Special Advertising Agency,
15 East 26th St.,
New York, N. Y.

Gentlemen:-

It is very gratifying to us to record that during the past eighteen months the foreign advertising of the DEMOCRAT has been more than doubled, and during the same period a splendid representation of national advertising has been secured for our morning edition, the TIMES.

We attribute this magnificent gain mainly to two things: Making good newspapers, which has resulted in more than doubling the circulation of our papers, and to capable, well-directed representation in the foreign field.

During the eighteen months' period, eight men from the Katz organization have visited Tulsa, and it is to the acquaintance you have thus acquired with every phase of local conditions in the fields of the publications you represent, and to thorough knowledge of the needs and requirements of national advertisers that, in our opinion, you in no small measure owe the splendid success of your Company in representing publishers in the foreign advertising field.

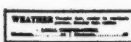
You have studied your merchandise and the needs of your customers, so to speak, and have been very successful in bringing buyers and sellers together on a profitable basis to all concerned.

Sincerely yours,
DEMOCRAT PRINTING COMPANY.

H. H. Horton
General Manager.

This is the photograph of H. H. Horton, Gen'l Mgr. of The Tulsa Democrat and Times. He gives advertisers effective co-operation.

E. KATZ *New York, Chicago*
Special Advertising Agency



The Tulsa Democrat



TULSA, OKLAHOMA, FRIDAY, JULY 5, 1918

City Edition

BOTHEN PAGES—PRICE 5 CENTS



The Tulsa Morning Times

THE TULSA MORNING TIMES
HOME EDITION

VOL. 11—NUMBER 26

TULSA, OKLAHOMA, FRIDAY, JULY 5, 1918

PRICE: 5 CENTS

A. B. C. Members, Evening, Morning, Sunday

Paid Circulation Over 41,000

Rate 5c per line flat to December 31, 1918

The Democrat and Times dominate the wealthy Tulsa market.
Please write for details.

Unprecedented Wealth

Tulsa, Oklahoma

Oil Capital of America

From 18,000 population to 65,000 within 8 years!

Per capita bank deposit of Tulsa, \$815—of entire country, \$312.

Send for Booklet Analysis

Advertisers should include Tulsa as an exception though their plans call for only the largest population centers. Send for concise analysis of this wonderful market of Permanent Prosperity.

Katz Offers Progressive Representation

The Tulsa analysis booklet was prepared by the E. Katz Special Advertising Agency from personal knowledge of the wonderful Tulsa market. We shall be glad to send you a copy as typical of our ability to visualize graphically and truthfully what we sell.

We have a large organization with offices in New York, Chicago, Kansas City and San Francisco.

We believe that we have a reputation among agents, advertisers and publishers as progressive and dependable salesmen.

Publishers—Please Write for Booklet

E. Katz Special Advertising Agency, 15 E. 26th St., New York

Publishers' Representatives
Kansas City, San Francisco. Established 1888



Proxy for the Product

NO one can deny the advertising value of the goods themselves—standing on the dealers' shelves or the salesroom floor, on the street or in the home—everywhere.



But when war conditions reduce production of the goods, so that only a fraction of the normal output is visible in the market, bigger and better advertising is needed than ever before. Because then the advertising must carry not only its own load, but the load usually carried by the product.



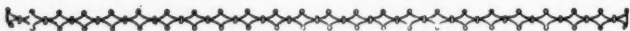
There are a number of manufacturers to whom we can be of great service in making well-planned advertising take the place of the absent or partially absent product.

Critchfield & COMPANY

CHICAGO

NEW YORK
MINNEAPOLISBOSTON
TOLEDO

DETROIT



Montgomery Ward's Campaign for New Customers

Farm Papers Used with Telling Effect to Stimulate Mid-Summer Sales

By G. A. Nichols

HENRY SCHOTT, sales and advertising director of Montgomery Ward and Company, has just completed his campaign advertising Montgomery Ward's annual midsummer sale. The result has been a record-breaking summer's business for the house. At this writing the volume of sales is increasing steadily, and the executives of the firm expect that by the time the special effort ends on August 31 all precedents in events of that kind will have been passed.

This is interesting because the results gained from the farm paper advertising were indirect. Not one of the ads mentioned specific merchandise or prices. All called attention to the bargains to be had in the sale and invited requests for the special catalogue in which the goods and prices would be listed.

Why didn't Ward's content themselves by sending out this little midsummer catalogue of ninety-six pages to the regular names on their mailing list? Simply because they are as eager to get new business as they are to serve the customers they already have.

In this the mail-order selling problem is just the same as any other. Everybody who sells goods has to be reaching out continually after new customers. His customers may be jobbers, retailers or consumers. But let him become self-satisfied, let him allow his large sales to keep him from reaching out after larger sales, and something unpleasant is likely to happen. There is a thought here for those manufacturers who are holding off their advertising owing to wartime prosperity or exigencies, and thus are permitting their trademark values to languish and the cumulative ef-

fect of previous advertising to die.

One of the prominent divisions of Butler Brothers' sales department hunts store locations for merchants and helps new retailers get started. These new retailers are helped and developed. Thus there is a constant coming in of new blood that has a prominent part in making the concern livelier and bigger.

It was with the new customer in mind that Ward's planned their midsummer sale advertising.

The farm-paper ads were sent out to appear on the week the special catalogue was out. They called attention to a special sale by mail in which unusual price concessions were offered in things to wear, things to eat, things to use in the home and on the farm. Other ads were timed to appear at regular intervals during the sale.

Meanwhile the catalogue had been sent out to all on the regular mailing list.

BROUGHT BUYERS AND PROSPECTS TO READ CATALOGUE

Timed in this way the ad worked in two directions. It advertised the catalogue to the one who had it as well as to others. It encouraged the people on the mailing list to read the catalogue as well as others to send for it.

If a man does not know a book is coming and doesn't ask for it, it may possibly escape his attention, especially if it contains only ninety-six pages. Remind him of it in a big ad in his favorite farm paper—a paper which may be received in the same mail as the catalogue—and he is going to look for the catalogue. Its importance is emphasized and its advertising appeal supplemented and strengthened.

On the other hand stimulate a farmer's interest to the point of having him write for the book and he is half sold already. He surely is going to look at it if he takes the trouble to send for it. This transaction, other things being equal, not only sells some merchandise to the new man, but also adds to the mailing list a customer whose future purchases may be great.

A study of the thousands of orders sent in to Montgomery Ward as a result of this midsummer sale advertising campaign brings out some extremely inter-

There was the quiet, dignified mission finish. There were dining-room suites in perfectly matched periods embracing reproductions from the old Spanish mission, the Colonial period, the reign of Queen Anne and the popular Dutch English type used during the reign of William and Mary. There were bedroom suites of the old Sheraton design and others of the Adam period made of circassian walnut, mahogany and old ivory.

Instead of the old-time plush-covered chairs there were overstuffed chairs with a high-grade imitation leather used in the upholstery.

Evidently a visitor to one of the farmhouses getting these chairs would not be asked to "set down." He would be greeted with the much more familiar invitation heard in farmhouses these days, "Won't you be seated?"

Look throughout that great furniture stock and you couldn't see any pieces with lions' heads and other monstrosities worked out. You couldn't see any table with claws

on the legs.

"We can't sell them any more," explained Mr. Schott. "I guess the farmers have shown us city folks a few things. Their tastes have improved. Their young folks have gone to school or college, and have carried back to the home the rejuvenating effects of modern education. The automobile has enabled the farmer to make quicker and more frequent trips to town. Reading has broadened the vision of himself and his family. Moreover the farmer has the money to get what he wants. All these things together explain why you see so many modernly built and modernly equipped farmhouses, and why you see the farmer and his family enjoying so many of the good things of life."

Special Sale by Mail

MONTGOMERY WARD & CO.'S price-smashing Special Sale by Mail is now on. Practically every line of merchandise is represented. There should be a copy of this Mid-Summer Sale Book in your home now. If you have not received yours, send your name and address today. Look over these prices. We believe you will be surprised and pleased.

The broad field covered by this Mid-Summer Sale is surprising—things to wear, to eat, to use in the home and on the farm—dress goods, gloves, men's clothes, work suits, silks and satins, kitchen-ware, groceries, gas engines, auto accessories and tires, kerosene oil cook stoves—all kinds of merchandise. And every offer is a money saver.

Montgomery Ward & Co.

(Established 1892, Department of Store, New York, N.Y.)

Chicago Kansas City Fort Worth Portland, Ore.
Please Write the House Nearest You

ADVERTISEMENT TIMED TO REACH FARMER WHEN CATALOGUE WAS READY FOR MAILING

esting and important conclusions in a merchandising way.

It is unquestionable that the farmer of to-day is ordering a vastly better line of goods than he did ten years ago or even five years ago.

The writer was discussing this point with Mr. Schott when the latter insisted that he go up onto the stock floors and inspect the actual merchandise that was being sent out to farmers on orders received from the midsummer catalogue.

The furniture orders were a revelation. They called for pieces of furniture that would be a credit to the most tastefully and properly arranged city home. None of the old-time blatant effects in golden oak with a lot of supposedly fancy carving was to be seen.

A study of the ready-made clothing for men, women and children being sent out on these midsummer sale orders revealed a similar state of affairs.

The styles were up to the last minute. The materials were as good as you could get in any city store. And why shouldn't they be? A farmer's wife or a farmer's daughter loves good clothes just as much as any other woman. The only difference is that the farm woman usually has the money to get what she wants and the other may not have.

There were high-grade suits and summer dresses made up in the best of styles and of the latest material. There were skirts and waists that any woman would be proud to wear. There were party dresses. There were silk underwear and silk stockings galore.

An inspection of the merchandise being sent out from the dress-goods department would almost make you think you were in Marshall Field's. There were the high-grade lawns and percales, and the fancy summer gingham that are so popular right now. Silks, satins and wool goods, too—plenty of them. A number of young women were busily filling orders for patterns. Apparently there was going to be a lot of fancy sewing going on in the farm homes of America during the next few weeks.

"Do you sell many of those coats to the farm trade?" the head of the men's clothing department was asked.

"Yes," was the quick reply, "a great many. We won't have one left inside of a couple of months."

The coat in question was a great big fur-lined affair.

It cost \$250.

"You see," explained Mr. Schott, "when the farmer wants a fur-lined coat he wants it. The

chances are his retail merchant has no such coat in stock. He would not be justified in carrying it because \$250 fur coats run up into money. So the farmer sends to us. We wouldn't think of having a cheap inferior grade of fur coats here. Such would be exactly opposite to our policy. And, anyway, we could not sell them. The farmer wants a good kind."

Thus there is seen the connection between the farm paper and good merchandise. The farmer reads about the catalogue in his paper, sends for the cata-

More Than a Thousand Money-Saving Opportunities

in the Special Mid-Summer Sale by Mail now being conducted by Montgomery Ward & Co. The Special Book of Bargains of this sale—100 pages filled with real bargains in almost all lines—is in your possession—or should be. If you haven't received it, write at once for a copy. Free by return mail.

That book will give you hundreds of answers to your questions, "How to Cut the High Cost of Living." The entire 100 pages are filled with offers of fine-quality, dependable, guaranteed goods. Things you need to wear, to eat, or to use in the home. Some startling bargains. Automobile tires and accessories, too. Don't overlook this chance.

Montgomery Ward & Co.

(Write for Free Catalogue or Your Nearest Book)
Chicago Kansas City Fort Worth Portland, Ore.
Please Write Nearest You

THIS COPY APPEARED AFTER THE SALE WAS UNDER WAY

logue and then orders the goods.

The mail-order house gets the farm trade because it correctly interprets the farmer's tastes and wishes and caters to them in an intelligent way.

Montgomery Ward is sending out this year a special plumbing and heating catalogue. A large percentage of these catalogues goes to farmers.

When a farmer gets this book he is pleased at the subtle compliment conveyed to him in its get-up. The cover is attractively printed in four-color process. The paper and printing are of high grade. The cuts are the best that money can buy. The goods are such as you would see in the best city home.

The book shows the farmer in a tactful way the great advan-

tages of having running water in the home—water that makes possible a modern bathroom, an up-to-date laundry, an improved kitchen sink and facilities for washing one's automobile.

Another catalogue advertises lighting fixtures. This book in its make-up and in the last word merchandise it features suggests the greatest store in the country. The merchandise signifies taste and refinement—the kind that lends dignity and comfort to the home. Ordering from this book the farmer can get as high-grade goods as he wants. And he wants pretty high-grade goods.

A little process folder that Ward's sent out early last spring was of the highest grade in artistic effect. All the garments were shown in colors and they were garments that would be a credit to anybody. The customers were told that the little circular afforded them a "glimpse of the new things from our spring catalogue." The results were reflected in big advance sales.

KNOWING HOW AND WHAT TO ADVERTISE TO FARMERS

The big idea behind this policy of Ward's in advertising and merchandising to farmers—and, of course the same thing holds good in other large mail-order houses—is, in fact, that Ward's correctly interpret the farmer's tastes and wishes in the way of merchandise, and then advertise it to him skilfully and effectively.

Many a manufacturer looks longingly toward this profitable field opened by the farm paper. Some have gone after the business thoroughly and consistently with good results.

Others have advertised spasmodically and have been disappointed with their accomplishments. They totally overlook the fact that the big mail-order houses have been educating the farmer for a long period of years much as the jobber to-day educates the merchant. It is due very largely to the advertising efforts of the mail-order houses through a period of years that

the farmer of to-day has such advanced ideas about quality merchandise. The mail-order officials modestly ascribe the change to the improvement of school conditions, to the automobile and other things mentioned above. They are right in this as far as they go. But their own efforts had much to do with it also. If a manufacturer has something that his policies will allow him to advertise direct to the farmer he should not be discouraged or disgusted if one or two ads do not bring the farmer business tumbling in with an overwhelming rush.

The cumulative effect of persistent and intelligent advertising is where you get the farmer. The effect naturally will not be as quick in coming as when you are advertising to a merchant. The merchant knows merchandise or ought to know it because out of merchandise he makes his living. It is not at all remarkable that the farmer should be slower to grasp values.

Still another class of manufacturers would like to sell to the farmer and would sell to him were it not that they do not want to compete with the jobber and retailer. It may as well be admitted that many a manufacturer in this class—in fact we may as well say every manufacturer in this class—fails to get his share of the farmer trade. Hunt around for the colored gentleman in the wood pile and again you find your old friend the retailer. He is the one who is not holding up his end of the load. He is not selling to the farmer what the farmer would be glad to buy from him. Either he hasn't got the thing or he does not advertise it properly to the farmer. Just as long as the retailer fails to sell, the hands of the manufacturer and jobber are fettered unless they are hooked up so they can sell direct.

The obvious remedy for the condition is to build up the retailer.

This way of getting business is not so roundabout as it seems when expressed here in cold type.

HUGE SALES OF 'AMMO' FOLLOW LOCAL CAMPAIGN

**Necessity of Newspaper Advertising to Develop Results
Strikingly Illustrated**

**QUICK DISTRIBUTION IS
OBTAINED BY CAMPAIGN**

**Community Stores' First Order for
25 Times Past Year's Consumption—Now Steady Seller**

"The advantage of tying up national advertising with local newspaper publicity was probably never better demonstrated than in the recent experience of the manufacturers of Ammo and Dromedary Coconut in Philadelphia," stated R. L. Fitzwater, president of the Community Stores, recently, while discussing the big campaigns which his organization put over in this city.

"Up to last April the manufacturers of Ammo had great difficulty in marketing their product here. For some reason it did not seem to move and a number of dealers fought shy of it on this account. The Community Stores investigated the product and found that it was all that its makers claimed—that it was superior to liquid ammonia and that it possessed a number of other advantages which the housewife would be quick to realize if she could be induced to try it. Accordingly, we ordered a carload of Ammo—46,800 tins—in order to give it a good trial here. Incidentally, I might mention, that during 1917 not more than 1800 cans of Ammo, at the outside, were sold in Philadelphia, so the initial or-

der of the Community Stores amounted to more than twenty-five times as much as was used in the entire city last year.

FIRST TIME IN DAILY

"But once having gotten the product into the stores the next problem was to get it out. The Ammo manufacturers are firm believers in national advertising, but for some reason they placed little faith in newspaper advertising. However, we convinced them that if they wished to sell Ammo in Philadelphia it was essential to advertise in a local newspaper in addition to our advertisements featuring their product. The great success which had attended our past campaigns in the PUBLIC LEDGER, morning and evening, led us, naturally to recommend that they use the columns of the LEDGER, and for the first time in the history of their concern Ammo advertising appeared in a daily paper.

"As a result of this campaign, coupled with the manner in which we have featured Ammo in the Community Stores advertising we are now preparing to order another carload, which means that we have sold considerably more than 50 per cent of the 46,800 cans which we bought a little more than six weeks ago, or more than ten times as much in a month and a half as was sold during the preceding year.

NEWSPAPERS NEEDED

"Our experience with this product, as with a number of others, has proved to us that national advertising alone will not enable the individual dealer to make a success of them. It is necessary to have the assistance and co-operation of a leading local newspaper in order to create a consumer demand proportionate to the value of the goods. It is because of this that we have repeatedly insisted that the manufacturers who claim that they wish to secure maximum distribution and sales in Philadelphia follow our example and use the columns of the PUBLIC LEDGER."

(Reprinted from the RETAIL PUBLIC LEDGER, Philadelphia)

(Advertisement)



(Online any Other paper)

VOL. 9 AUGUST No. 10

Gumption will appear here for a while. We will save some paper, not much; some labor, not much; but we will feel that we are doing the utmost in conservation.

The Farm Journal closes on the 5th; begins to get in circulation on the 15th; is issued complete by the 30th. This is war-time service for advertisers harassed with transportation delays, changing material markets, etc.

Compared with eight years ago, the farmer's dollar is worth \$1.28, but the city man's dollar has gone down to 61 cents. These figures are obtained by comparing the cost prices of five commodities used in farm and city homes and by reckoning on the present prices of farm products. The farmer offers the rich market now and will continue to do so for years to come.

Don't wait to be cut off the mailing list of the world's largest farm paper by Governmental edict. Send in a cash subscription and see how it feels to be a paid-up reader! You can have the same rate accepted by a million others—no extra charge for advertising men.

First colored cover in September—two-color process work, of course.

Over one million circulation a month and none overdue and unpaid—that is the real truth about The Farm Journal.

With catalog, folder and circular paper stock at its present high level of prices, publication space must be made to yield more sales, even if this cuts down the number of inquiries. Use The Farm Journal, which cuts the guesswork out of advertising by advertising its editorial features to 2,248,639 country people and thus get *first, most and best* attention for its advertisers.

The farmer gets 27% more for his crops today than a year ago—whereas the housewife pays 13% less. The Food Administration has accomplished this by eliminating unnecessary handlings and rehandlings of foodstuffs. An especially factful article from the Food Administration appears in September Farm Journal—read "How Herbert Hoover Helps Farmers."

Don't get discouraged when you read the newspaper stories about our utter failure to do this or that or some other thing—no, don't get discouraged and ease up on your own particular job, but remember you are just as much enlisted to win the war as is any soldier in France or any farmer in America, and *you must keep on*, just as Our Folks do.

12 Times a Year

The biggest fallacy in farm paper advertising is the schedule

that calls for three months spring and three months fall

A friend says:

"The advertiser who advertises for the inquiry and then advertises for the action—in other words, advertises twelve months in the year—is the wise advertiser. You cannot get the action by advertising only once. Department stores that depend on today's advertisement to get their results tomorrow are cut-price stores, and these have the weakest grip on their trade—all of which argues for twelve months in the year advertising."

The advertising agency system will endure as long as it is economically sound. But who shall prophesy how agencies will be paid—whether by salary, fee or commission?

The Farm Journal Success Formula:

- (1) Focus big editorially on the subjects of first importance to farmers—making more money, getting more labor, living more comfortably.
- (2) Focus attention on the paper by a big advertising campaign, reaching over 2 million country homes.

On April 7th, E. Revelart, Etat-Major Region du Nord, Wimereux les Boulogne Sur Mer, Pas de Calais, France, got his copy of "More Business for Every Store," having heard of it through an American soldier. Our friend is a general storekeeper in peace times, and naturally wants to know the best American practices for increasing profits. Our book is good—have you read it?

Steady Results

Advertising does not produce instant action in sufficient volume to maintain a business—it is the repeat orders that make the profits. The Farm Journal's five-year subscription policy is, therefore, particularly useful, because it insures the advertiser a permanent audience of real buyers, to whom he can address his sales message often enough to get their money and keep on getting it.

Geo. W. Coleman says the four big factors in winning the war are: (1) British grit, (2) French genius, (3) Italian gallantry, and (4) American gumption.

The editors pulled a good one when they called the silo "the lighthouse of the farm." Other good ones, pages 3 to 31, in August Farm Journal.

The Farm Journal

Over a million a month

An OFFSET PAPER with A Reputation to Maintain

For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

EQUATOR OFFSET

has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible

Send for samples and prices

SEAMAN PAPER COMPANY

Formerly

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis Minneapolis Milwaukee Buffalo St. Paul Philadelphia

It is a workable, practical sane way of doing the thing as many a manufacturer and jobber is finding out to-day.

The retailer is in a receptive enough mood. He wants to advertise and display his goods better. He knows he has to. But he does not know how. Hence, efforts of the manufacturer's service departments are eagerly received and enthusiastically seconded by the retailer.

While the manufacturer is about it he might be educating his retailer customer on the advisability and necessity of knowing the mail-order man—knowing and recognizing his strong points as well as his weaknesses.

The retailer who advertises the big mail-order man as a crook is weakening his own case and helping that of his competitor. Yet it cannot be doubted that many a retailer actually believes the city mail-order house is not straightforward in its transactions with customers. They believe this because they do not take the trouble to know the mail-order house and its way of doing business. The result is harmful to the retailer just the same because the people know a whole lot better.

The other day at Montgomery Ward's a great truck load of shoes was being trundled along one of the stock floors.

"Whence the shoes?" the writer asked Henry Schott.

"They were sent back here by those farmer customers of whom we have been talking," was the reply.

The shoes were in various stages of health. Some apparently had been worn a long time and others not at all.

Wasn't the house ever imposed upon? Perhaps. Mr. Schott didn't know and didn't care especially. But those shoes were guaranteed. People buying them had been asked to send them back if they didn't give perfect satisfaction. The point was that the house had promised something.

It was more important to make good this promise than to worry about occasional imposition.

A List of Articles on Business Organization

STANDARD OIL COMPANY

NUJOL DEPARTMENT

NEW YORK, July 10, 1918.

Editor of PRINTERS' INK:

I should appreciate it very much if you would let me know in which issues of your publication articles are to be found pertaining to organization and office management. Thank you.

J. L. CREAYER.

PRINTERS' INK has contained reference to internal office organization in various departments in many of the articles dealing with advertising campaigns that have appeared in its columns. Among the articles dealing more directly with the subject may be mentioned those whose titles appear in the list below.—[Ed. PRINTERS' INK.

Firestone and His Organization. Edward Mott Woolley. April 18, 1918, page 3.

A Trip Through Westinghouse Department of Publicity. Henry A. Beers, Jr. January 3, 1918, page 57.

The Organization and Control of Branch Offices. June 1, 1916, page 3.

Financing and Successful Organization of a Co-operative Marketing Campaign. Paul Findlay. April 27, 1916, page 78.

The Organization of an Advertising Department; Roy W. Johnson; in four parts: January 27, 1916, page 3; February 10, page 25; February 24, page 72; and March 9, 1916, page 68.

How Ingersoll Dollar Watch Did It. April 15, 1915, page 3.

Co-operative Selling Organizations. November 20, 1913, page 49.

Building an Organization on a Right Basis. C. C. Conway. April 3, 1913, page 3.

How to Get the Most Out of the Organization. I. October 17, 1912, page 56.

How to Get the Most Out of the Organization. II. October 24, 1912, page 51.

How to Get the Most Out of the Organization. III. November 7, 1912, page 12.

How to Get the Most Out of the Organization. IV. R. W. Johnson. November 28, 1912, page 33.

A Study of the Mammoth Singer Organization. L. G. Wright. July 28, 1910.

Added to Walter B. Snow's Staff

C. H. Bunting has joined Walter B. Snow and staff, Boston. He has been in military service for three years, a portion of this time with the Royal Flying Corps.

Safe Way to Register Trade-Marks Abroad

Clever Idea for American Firm to Get Protection Under Berne Convention Probably Wouldn't Work Out, Say Experts

TRUE SHAPE HOSIERY COMPANY
PHILADELPHIA, July 15, 1918.

Editor of PRINTERS' INK:

In a recent issue of *PRINTERS' INK* there appears an article, "Is There An Organized Raid on U. S. Trade-marks?"

Can you advise us if it would be practicable to have our Mexican representative register our mark in the thirteen-odd countries which are members of the Berne Convention? Bear in mind that our mark is already registered in Mexico by us direct. Also, in the United States assignment cannot be made without a sale, and it would be our idea to have our representative assign the trade-mark back to us, but, of course, no sale would take place.

We understand the only other way would be for us to register direct in these various countries and each one separately.

TRUE SHAPE HOSIERY COMPANY,
Ernest Blood, Pres.

INASMUCH as it costs, attorney's fees and all, roughly \$100 per country to take out foreign registrations for an American trade-mark, to say nothing of the correspondence involved, it is readily understandable that many firms seek, as does our correspondent, to find some short cut to blanket protection in a number of countries. As matters stand to-day, however, there is no such solution that can be safely recommended. When the Buenos Aires Convention is ratified by the "Southern" as well as the "Northern" group of countries there will be afforded an instrumentality that will take care of American trade-mark equities throughout Latin America. A new bill before Washington now would require the U. S. Patent Commissioner to register data and marks referred to him by International Registration Bureaus throughout the Americas, as provided by the Buenos Aires convention. The President of Cuba in December last established such a bureau and is expected to make a generous appropriation for its expenses and a building.

As was pointed out in the article

in *PRINTERS' INK*, the privileges of the Berne Convention are denied to citizens of the United States because this republic is not a member of the Berne Convention. Our correspondent suggests an ingenious device for getting around this ineligibility, but officials at Washington and international trade-mark experts to whom *PRINTERS' INK* submitted this solution were unanimous in the declaration that it will not suffice, and that the only safe and sure plan is for a firm to register its mark direct in every country where its goods are on sale or where a market is ever likely to be sought.

Said one of the foremost trade-mark specialists in passing judgment upon our correspondent's plan: "Not only is it impossible for any American citizen or corporation to take advantage of the Berne Convention whereby payment of a fee of \$20 to the central bureau in Switzerland establishes priority of claim that is virtually equivalent to registration in thirteen different countries, but no registration can be effected under this Convention by branches of an American company in the countries that are members of the Berne Convention. Moreover, such international registrations cannot be assigned to citizens or corporations of non-member countries."

Most of the trade-mark experts who were consulted on behalf of the True Shape Hosiery Company figuratively held up their hands in horror at the suggestion of our correspondent to the effect that his firm's Mexican representative might be allowed to register the mark in order to obtain the blanket protection under the Berne Convention, with the idea that all rights would later be assigned to the Philadelphia corporation. Most of the authorities consulted

took the view that even if this registration by proxy would serve all purposes (which it would not), it is, nevertheless, a course inevitably attended by a certain amount of risk. In discouragement of the plan they cited numerous cases where foreign representatives of American manufacturers have been allowed or authorized to make registrations in their respective countries in their own names only to refuse to assign such registrations as contemplated or when the time came to turn over the business. Indeed, this registration by foreign agents is one peril against which American trade-mark advisers are continually warning their clients in the strongest possible terms.

Seemingly it does not alter the case that the True Shape mark has been registered in Mexico by the American manufacturer direct. Presumably the Mexican representative would have to effect a registration in his name in order to act under the Berne Convention, for only a citizen of one of the thirteen countries would have any standing under that Convention. Finally, there might be complications, we are advised, if the trade-mark was assigned back without a transfer of good will. While not all foreign countries are as strict as the United States in insisting that a trade-mark apart from the sale of the business, nevertheless most of them insist in practice, if not in law, that a trade-mark shall not be separated from the business to which it belongs.—[Ed. PRINTERS' INK.]

Government Employs Mitchell for \$1 a Year

Ernest I. Mitchell, president of Malloy, Mitchell & Faust, Inc., Chicago, has been made Director of Publicity of the U. S. Food Administration, Illinois Division. He is a "dollar-a-year" man.

Fuller on "Christian Herald"

C. W. Fuller has been appointed to the staff of the *Christian Herald*. He had been with the American Lithographic Company, and before that with the Eastern selling staff of *Collier's*.

American Paper and Printing Products Supplanting German Goods in S. A.

According to the U. S. Bureau of Foreign and Domestic Commerce, the paper and paper products manufacturers of the United States have supplanted Germany in the Argentine market. And there is a strong likelihood, the Bureau feels, that this condition will hold after the war, though much will depend on the American manufacturers' efforts to keep things this way.

Germany did not manufacture all the paper products she sold abroad before the war, the report says. Much of it was cleared through the free port of Hamburg, coming from the Scandinavian countries.

Normally Argentina buys annually about \$1,000,000 worth of printing machinery and supplies, about 90 per cent of which came from Europe, and Germany principally. Since the war, however, American houses have secured a good hold on the market.

Promotions on Toledo "News Bee" Staff

William G. Chandler has been appointed general business manager of the Toledo *News Bee*. He succeeds E. B. Conlin, who has resigned, effective August 1. C. A. Collin has been made assistant business manager. Mr. Chandler will continue as director of the promotion department of the Scripps-McRae newspapers.

Both men have been connected with the management of the *News Bee* for several years.

The retail price of this paper has been increased to two cents.

Must Make Clear Former Use in Second-Hand Musical Instrument Ads

The Federal Trade Commission has ruled that no second-hand, used, repaired or rebuilt musical instruments can be sold by means of advertising unless the fact of prior use shall be clearly brought out. Violation of this ruling is unfair competition in interstate commerce, the Commission holds.

Deutsch Vice-President of Truck Company

S. Deutsch, formerly sales manager of the Stewart Manufacturing Company, Chicago, has been elected vice-president of the Signal Motor Truck Company, Detroit.

Direct Mail Convention Called

Homer Buckley, president of the Direct Mail Advertising Association announces that the association will hold a meeting in Chicago on October 9, 10 and 11.

What Are Luxuries and How Much Shall They Be Taxed?

Light Upon These Questions from France and Great Britain, Whose Tax Schedules Are Being Studied by Our Congressmen

Special Washington Correspondence

THE determination on the part of a large number of Congressmen to raise the additional funds needed for carrying on the war by means of taxes upon luxuries is evident. Then will become of interest to manufacturers the question, what wares are to be accounted luxuries?

In this situation eyes will naturally be turned upon the operation of the luxury tax system abroad. The idea of luxury taxes for the United States has been borrowed from Europe, and it is admittedly the intent in Congress to pattern our luxury tax law after the similar statutes enacted since the outbreak of the war in France and Great Britain.

In the foreign taxation system are wares listed as luxuries which many of us think of as necessities. There is some occasion for surprise in the lengths to which the application of the word "luxury" has been stretched in foreign countries.

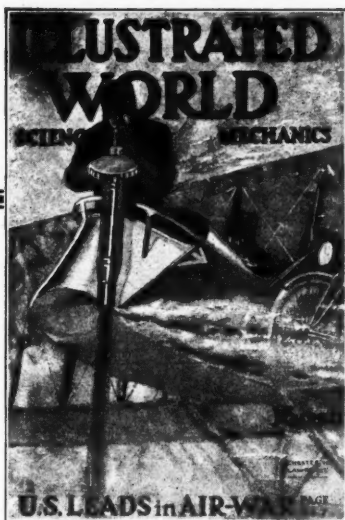
In the matter of luxury taxation the most interesting object lesson is afforded by France. France has long been famous as the world's foremost creator and producer of luxuries—using the word luxuries in the sense that the average citizen was wont to apply it in pre-war times. Furthermore it is from the French system that there has been derived the idea of the 10 per cent and 20 per cent tax (payable by the purchaser or consumer at the time of purchase), which the United States Treasury Department has recently recommended to the Ways and Means Committee of the House of Representatives as a serviceable vehicle for raising war revenue.

Under the French system, as recently amended, articles of luxury are divided into two classes. In the one class are some two

dozen classes of articles which are held to be subject to tax owing to their nature and regardless of their price. In other words, these are, by the French estimate, out-and-out luxuries. A second and vastly more numerous class is made up of articles which the average American might class as semi-luxuries or even as conveniences or necessities, but which, by French logic, enter into the class of luxuries when a certain dead-line of cost is crossed. Accordingly, the articles in the second group, comprising upward of eighty classifications, become subject to luxury tax when the sale price exceeds, in each instance, a given price.

ARTICLES CONSTRUED AS LUXURIES IN FRANCE

The articles which in France are construed to be luxuries, regardless of price, comprise: photographic apparatus, lenses and accessories; passenger automobiles, their chassis and bodies; gold and platinum jewelry; billiard tables and accessories; hosiery and underwear of mixed or pure silk; artistic bronze work, iron work and locksmith's work; horses, ponies, donkeys, mules, for pleasure purposes; bric-a-brac, antiques and other curios; brandies, cordials, appetizers, sweet wines; sporting goods, hunting or shooting articles; live game for game preserves or for restocking purposes; harness for saddle horses; fine jewelry; limited art editions of books on special paper; liveries; gold or platinum watches; gold, silver or platinum ware; perfumery articles—rouge, perfumes, essences, extracts, etc. (except soaps and dentifrices); oil paintings, water colors, pastels, drawings and original sculptures, except original works sold directly by the artist; fine pearls; pianos other than upright pianos; pre-



This is number six of a series of advertisements which should convince you of the importance of Illustrated World as an advertising medium.

Number seven of this series will appear in next week's PRINTERS' INK. Watch for it.

You Can't Go Wrong

A great many of the shrewdest space-buyers of this country are regularly putting a part of their advertising money into ILLUSTRATED WORLD with very satisfactory results.

Among the full-page users you will find the following national advertisers:

General Electric Co.
International Correspondence Schools
U. S. Rubber
Dickson's School of Memory
Dupont Amer. Industries
L. E. Waterman
Michigan State Auto School

Harley-Davidson
Oliver Typewriter Co.
Gillett Safety Razor
Corrective Eating Society
American University
Wicks Electrical Institute
and many others.

Profit by the experience of these concerns. Sell your product to the 130,000 live, responsive readers of ILLUSTRATED WORLD. The page rate is \$125.00, or 96c per page per thousand. The circulation is guaranteed by A. B. C. Audit.

NEW WORLD WAR ATLAS

containing large scale maps of all battle fronts.

It should be on every advertising man's desk.

Ask for your copy. It's free to executives.

Illustrated World

Publication Office:
58th Street and Drexel Avenue
Chicago, Ill.

Eastern Advertising Office:
381 Fourth Avenue,
New York City

Just Before the Publisher of The BRIDGEPORT POST-TELEGRAM Left Town the Other Day

to speed away for a well earned holiday, he instructed me to prepare copy for a two page advertisement in

*Biggest In
New England
Outside of
Boston
and Providence*

PRINTERS' INK, handing me a list of Government and A.B.C. statements of the biggest New England newspapers outside of Boston, showing our own paper — The Bridgeport Post-Telegram — to have the

largest circulation of any of them except one Providence paper.

*Post-Telegram
Nearly 45,000 Copies
A Day—Net Paid
—Double The
Other Bridgeport
Dailies Combined*

The Post-Telegram shows a net paid circulation at present of nearly 45,000 copies per day and the last Government statement of our nearest Bridgeport contemporary was 11,614, while the other daily paper of Bridge-

port claimed but 7,854 copies in its last statement.

*Leads
New Haven
Hartford
Worcester
Manchester and
Portland
in
Circulation*

I notice that the Bridgeport Post-Telegram circulation is larger than the leading New Haven daily which is a trifle over 27,000, and that it is 10,000 a day greater than that of the leading Hartford daily; it is a toss-up with the Union of Springfield, but leads Worcester's greatest daily several thousands. The leading dailies in Manchester and in Portland owing to the size of their

cities have but a little more than half the circulation of the Post-Telegram.

***Largest
City of Connecticut
Third or Fourth
Largest in
New England***

Bridgeport is now the largest city in Connecticut and the third or fourth largest in New England. We believe we have beaten Worcester out of third place, but we can't prove it till the count is taken. The position among New England's newspaper leaders occupied by the Post-Telegram is a tribute to Bridgeport's exceptional growth and prosperity.

***Post-Telegram
Carried More
National Accounts
Than Providence,
Worcester, New
Haven, Hartford
or Springfield***

Undoubtedly it is for this same reason that buyers of advertising the country over have shown a preference for Bridgeport as exemplified in a recent compilation of ours showing more National advertising accounts carried by the Post-Telegram than by any newspaper of Providence, Worcester, Springfield, New Haven, or Hartford.

***Bridgeport's Amazing
Growth and
Prosperity the
Real Reason for
This Leadership
and Supremacy***

In the final analysis, Bridgeport, "The Wonder City," is the answer to all this leadership and supremacy. The publisher of the Post-Telegram has given the people the best of himself and a capable organization—this is proven by the Post-Telegram's amazing growth in the same field where other publications have remained more or less dormant.

But without the wonderful city, the remarkable feats of which have compelled the world's attention, no human being or superior character of service could have resulted in such tremendous growth and progress as are enjoyed by the Post-Telegram of which I am fortunate enough to be

The Advertising Manager.

The reason
for our success—

Advertising
Brains
Properly
Organized

POSTER ADVERTISING CO., Inc.
511 Fifth Ave., New York Peoples Gas Bldg., Chicago
Atlanta Cincinnati Cleveland Milwaukee Richmond St. Louis

cious stones, natural gems; tapestry, antique or modern, of wool or silk, loom or hand woven, Oriental rugs, high warp pile carpets; truffles, truffled poultry and game, truffled pâtés; hunting garments and ladies' riding habits; canoes, motor boats and yachts.

Limitation of space will not allow enumeration in full of the articles that by the French conception become luxuries when the price exceeds an arbitrary figure. Selection is made, however, of some representative items from this list. In each instance there is indication of the approximate equivalent in United States money of the price above which the luxury tax is invoked. These optional luxuries include: clothing accessories, men's or women's, \$2; fancy desk articles, \$2; smokers' articles, \$2; bicycles, \$50; silver jewelry, \$2; hosiery, underwear, men's or women's, \$8; brushes, combs and toilet articles, \$2; canes and riding whips, \$2; men's hats, \$4; women's hats, \$8; shoes, men's, \$10; women's, \$8; corsets, \$10; men's suits, \$35; cutlery, \$2; fans, \$2; gloves, \$1.75; toys, \$4; trunks, \$20; soaps, per cake, 40 cents; clocks, \$20; upright pianos, \$240; ladies' hand bags, \$8; rugs, \$20; suit cases, \$15.

ABOVE WHAT PRICE SHALL THE TAX
BE LEVIED?

It will doubtless strike American manufacturers as decidedly peculiar that, despite the fact that France is a country where the cost of living normally rules lower than in the United States, the exemptions in the case of some of the items on this luxury list are higher than have been proposed for this country by the tax experts of the United States Treasury. Take, for illustration, the price limits on shoes. Under the Treasury schedule, as tentatively outlined, American-made shoes for men would be liable for a luxury tax of 20 per cent when the price exceeds five dollars, whereas in France the tax is 10 per cent on the excess over ten dollars. The discrepancy in the case of women's shoes is not

nearly so marked, the French maximum being eight dollars as compared with six dollars in the United States. Or take underwear where the Frenchman can spend eight dollars before he gets into the luxury class, whereas the Yankee will incur the stigma of non-essentiality the minute he pays more than three dollars.

For that matter, though, the French exemptions have, in discussions before the Congressional committee, been denounced as too liberal on various articles. For example, Prof. O. M. W. Sprague, of Harvard University, in discussing luxury taxes remarked: "The French, it seems to me, do not go nearly far enough. For example, take the case of pajamas. Pajamas do not come under the tax until they cost sixteen dollars." This authority would likewise be less liberal than the French in the matter of taxation on men's shirts. Said he: "I would say that you would hardly call a shirt that was retailed at \$1.50 a luxury. I should be inclined to think that one that cost three dollars is a luxury; and if a man wants a three-dollar shirt, if that is essential for his self-respect, very well, let him pay a tax of 20 per cent—that is sixty cents."

The French luxury tax upon which all other luxury taxes are evidently to be patterned is essentially a "stamp tax"—that is, the collection of the tax is in all cases made by affixing stamps to the instrument of acknowledgment given by the merchant. Every transaction involving an article of merchandise or of luxury, whatever its price, must, if the vendor is a merchant, be entered in a trading book approved by the Government. If the vendor is not a merchant a receipt must be given.

Misgivings on the part of American business men as to the workability of luxury taxes find answer in some of the expedients which the French have devised for the complications that have been worrying merchants and manufacturers on this side of the

Atlantic. For example, interests engaged in the 5- and 10-cent store trade, distribution of notions and other small goods have pointed out the difficulty of collecting a luxury tax in their cases. In France this problem is solved by exempting from luxury taxes all payments or charges of less than 20 cents, provided they are not paid on account of a large sum. This leads us to another French answer to a question that Americans have anticipated, namely, how the luxury tax is to be collected upon articles purchased on the partial payment plan, as so many luxuries are. In France the tax "is payable by the purchaser or consumer at the time of the full, or partial, payment, of the purchase price." Another conundrum propounded by American business men in connection with luxury taxes concerns procedure when goods upon which a tax has been paid are returned. The French plan is so arranged that articles returned or exchanged within two months of sale entitle the purchaser to recovery of the amount of the tax from the vendor, who, in turn, may recover the amount from the tax administration on submitting proof of the transaction.

UNCERTAIN EFFECT ON SALES

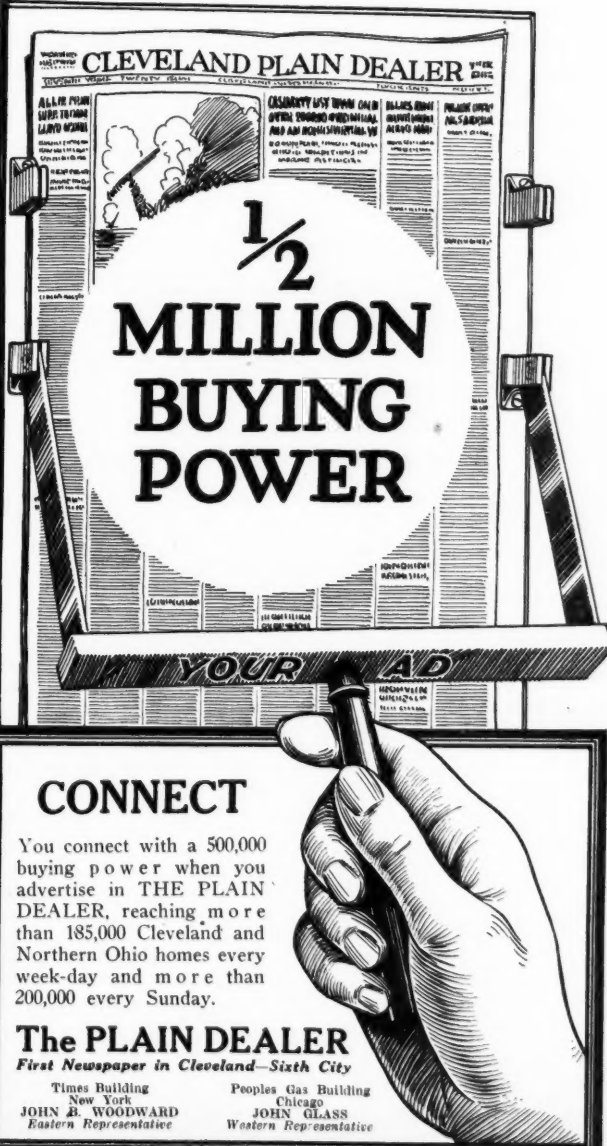
In all probability the interest of American advertisers in luxury taxes abroad is directed less to the details of the taxes than to the extent to which the taxation of luxuries has operated to reduce consumption. Unfortunately, it is too early to obtain any authoritative information on this score. The primary French luxury tax was enacted as of date of December 31, 1917, and the law was amended on March 22, 1918, and on April 5, 1918, so that it will be seen that even in France a luxury tax in its present proportions is an innovation of recent inauguration. Furthermore, the French taxes have not been imposed on payments for any merchandise, commodity or article whatsoever purchased before January 1, 1918.

In Great Britain the luxury tax

is of even more recent origin. The English have not as yet worked out the specific articles upon which they will impose taxes of this character. The British programme, too, is patterned on the French model, but the British decision, like our inclination, is to go farther than the French. A special committee of the House of Commons is arranging a luxury schedule on the basis of 16 $\frac{3}{4}$ per cent.

The subject was dwelt upon the other day by the Ways and Means Committee's advisor on luxury taxes. Said Professor Sprague: "If you put a tax of 25 cents a pound upon tea—and that is the British tax—it is certain that a tax so heavy as that will reduce consumption somewhat and consequently dealers and producers will not find it possible to add anything more than the amount of the tax. I should urge a very considerable increase in the tax on tobacco. The present tax on tobacco is 13 cents a pound. In Great Britain it is 76 cents a pound. If the British can stand 76 cents a pound upon tobacco, I believe that the tobacco smokers of the United States can stand that and continue to smoke as much as they need."

As the French have exempted all purchases or payments of less than a franc, so the British will not bother to assess their "luxury duty" upon articles the price of which is less than one shilling. Everywhere, however, there is the assumption that luxury taxes will restrict consumption. On that score the Treasury Department recently wrote to the House Ways and Means Committee as follows: "At this time it is necessary not only to tax extravagance, but to make the tax known and felt by the consumer. The retail sales tax to be effective must be heavy. The really needy consumer is amply protected by exempting from the tax altogether those classes of articles which the poor actually buy or need to buy. Other articles must be taxed vigorously if the tax is not to be interpreted as legitimatizing extravagance."



CLEVELAND PLAIN DEALER

**1/2
MILLION
BUYING
POWER**

YOUR AD

CONNECT

You connect with a 500,000 buying power when you advertise in **THE PLAIN DEALER**, reaching more than 185,000 Cleveland and Northern Ohio homes every week-day and more than 200,000 every Sunday.

The PLAIN DEALER
First Newspaper in Cleveland—Sixth City

Times Building
New York
JOHN B. WOODWARD
Eastern Representative

Peoples Gas Building
Chicago
JOHN GLASS
Western Representative

HERE'S A GOOD SOUTHERN "BUY" FOR SPACE BUYERS

SELECT LIST OF SOUTHERN DAILIES that reach more than 2,200,000 well-to-do American homes. Slight duplication of circulation. Small waste. Meagre newsstand sales.

Southern people, Mr. Space Buyer, have more money, per capita, these wartimes, than the people of any other section of the United States. Consult your advertising agency or write to us for rates, circulation statements, etc.

THE PAPERS THAT PAY

ALABAMA
Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Journal
Mobile Register
Montgomery Advertiser
Montgomery Journal

ARKANSAS
Little Rock Arkansas Democrat

FLORIDA
Jacksonville Times-Union
Miami Herald
Miami Metropolis
Palm Beach Daily Post
St. Augustine Record
St. Petersburg Independent
Tampa Times

GEORGIA
Albany Herald
Athens Banner
Atlanta Constitution
Atlanta Georgian and Sunday American
Atlanta Journal

GEORGIA (cont.)
Augusta Herald
Macon News
Macon Telegraph
Savannah Morning News

KENTUCKY
Lexington Herald
Lexington Leader
Louisville Courier-Journal
and Louisville Times

LOUISIANA
New Orleans Item

NORTH CAROLINA
Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Tribune
Greensboro News
Raleigh Times
Rocky Mount Telegram
Salisbury Post
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal

SOUTH CAROLINA
Anderson Daily Mail
Charleston American
Columbia State
Greenville News
Spartanburg Herald
Spartanburg Journal
TENNESSEE
Chattanooga News
Chattanooga Times
Knoxville Jour. & Tribune.
Knoxville Sentinel
Memphis Commercial-
Appeal
Nashville Banner
Nashville Tennessean and American

TEXAS
Beaumont Enterprise
Beaumont Journal
Ft. Worth Star-Telegram
Galveston News
Houston Post
VIRGINIA
Lynchburg News
Petersburg Daily Progress

[Prepared by Massengale Advertising Agency, Atlanta, Ga.]

What Great After-War Problems Must Industry Face?

Can Intelligent Preparation Help Us to Tide Over the Period of Reconstruction?

By Bruce Bliven

FROM half a dozen sources evidence is beginning to come in that America is at last awake to the tremendous problems which will follow the close of the great war. For many months it has been difficult for anyone to take these problems seriously because of the fact that the war is not yet won, and because it will require the concentrated effort of our whole nation if it is to be won as speedily and completely as it must and shall be. There has been a feeling that the end of the war is too far away to need much attention at present. "First win it—then talk about what's to come afterwards!" has been the opinion of many people, including some in high places. "To distract attention now to peace problems may weaken and confuse our war efforts."

Yet it does not need the example of France and Great Britain, cited in recent editorials on this subject in *PRINTERS' INK*, to show us that the need for considering problems of peace is vital and urgent even though the conflict may still stretch ahead for many months into the future. For even the greatest of wars in history must end some time; and every American knows how! The war successfully over, however, we will face this fact: That the transition into normal conditions is as complicated and lengthy a process as it has been to get the nation upon a war basis; and the restoration process is fraught with serious dangers peculiar to itself. It isn't just a question of stopping war activity; it is a question of creating anew peace machinery which was done away with when America girded herself for battle. Supposing that the President were to create

a position in his Cabinet for a "Secretary of Reconstruction." I think every intelligent man must admit that the tasks which would go with such an office would be just about as big and comprehensive as those carried by the Secretary of War.

It is obvious, of course, that no one man can do two things at once—make war and prepare for peace. If the consideration of reconstruction problems meant that our war activities would be slackened even slightly, we could not afford to run the risk. But a country as rich in men as the United States can certainly afford to put a few competent, broad-visioned men to work on the study of problems which will arise the day peace is declared, while the rest go on with the great big job of winning the war. This is what Great Britain did long ago; and we have heard of no undesirable results as far as war efficiency is concerned, from her creation of her "Ministry of Reconstruction."

In short, we should conduct our war plans as though we expected the conflict to last ten years; and should organize our peace projects so that if it ends in ten months we will not be caught napping!

WHAT WILL THE SOLDIERS DO?

What sort of problems, then, are to be considered?

The first and most obvious, of course, is that of the army. Even if the war were to end a year from today it would take another year to bring our soldiers home again. If they bring back with them our vast stores of portable military equipment—whole cities full of supplies—as there is every reason to suppose they will, the

task is so great that it fairly staggers the imagination. It will require, of course, an enormous tonnage; yet in the meantime our foreign trade with South America, the Orient, and our European allies, must not be neglected since the maintenance of that foreign trade is, industrial experts tell us, absolutely essential to keep our factories busy, our working population employed, and our nation prosperous.

When you get the soldiers home again, what are you to do with them? Will men who have faced the vital realities of life and death and known the comradeship of arms be content to settle back into the humdrum, routine life of ordinary commercial pursuits? Many of them, doubtless, will be glad to; they will like nothing better than to sleep in a regular bed, eat three hot meals a day off white china, and catch the 7.56 to the office; but others will not.

In Great Britain those in a position to know predict that never again will a real, two-fisted man be seen running an elevator, acting as a flunkey, or bending over his books as a pale-faced "clerk." And even if the soldier is willing, how do you know it will be possible to put him back in the same cubby hole he came out of? What guarantee have you that the women who have surged forward in a wave filling all the nooks and crannies of the business world, are willing to surrender their jobs and go back to their homes? For thousands of them those homes no longer exist as they were before the war; deaths in the service have made some sort of self-support a necessity. And thousands of others who have tasted the joy of doing "a man's work" will never go back to pots and pans again. The fact that here and there an individual woman testifies that she is tired of work outside the home cannot safely be used as evidence in regard to her thousands of sisters.

A few months ago Lord Northcliffe told the writer of one plan

about which England is thinking. It is to put the returned soldiers upon the land. The Government, according to this scheme, would buy up the vast estates and divide them up into small farms (there is very little uncultivated land in Great Britain even now). Then the soldier would be given a farm, buildings, and machinery and allowed to pay for them over a long period of years.

This is not, of course, a particularly new idea. It has been in successful operation applied to ordinary civil population in Denmark, Ireland, New Zealand, and the Australian Commonwealth, and even to some extent in the United States under the Reclamation Act. The State of California recently embarked upon a radical experiment of this sort, the State buying a large tract of land in Butte county and subdividing it into a number of farms and erecting all necessary buildings. These farms are sold "complete" to experienced farmers, who pay down 5 per cent of the worth of the land and 40 per cent of the cost of improvements, and the remainder of the price is distributed over a long period of years.

ADVANCED THOUGHT ON LAND QUESTION

The remarkable letter of Franklin K. Lane, Secretary of the Interior, to President Wilson, made public June 13, suggests an immediate nation-wide survey of the land situation with a view to aiding the returned soldiers who desire to take up farming. Mr. Lane points out that the "public domain" which served to solve this question after the close of the Civil War by making possible a vast pioneer movement westward of soldiers, "no longer exists," since nearly all the unoccupied land in the United States to-day is either arid, cut-over, or swamp land, needing heavy expenditures on a large scale before it is available for farming.

The question of the returned soldier is, however, only one of a dozen great problems which

TWO WEEKS FROM TODAY

To be exact, on August 15th the first issue (October) of Popular Science monthly in its new big size will go to press. Final forms August 20th.

Incident to changing the size, there will be a Low Rate Period—from October 1918 issue to January 1919 issue inclusive. During those four months advertisers may buy space at a substantial reduction. This is a brief but rather unusual opportunity in these times of high production costs. Your advertising agent is fully informed as to the details, or you may write to either our New York or Chicago office.



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Here are the Daily Average Figures for June:

Globe-Democrat -	170,261
Post-Dispatch	151,627

Post-Dispatch figures are taken from the circulation statement issued by the Post-Dispatch, dated July 1, 1918.

Globe-Democrat's Excess Over Post-Dispatch 18,634

The above figures show the daily average circulation after deducting all unsold papers spoiled in the Press Room, left over, unaccounted, registered on the presses but not delivered to the Mail Room

Analysis of the GLOBE-DEMOCRAT'S Excess Over the Post-Dispatch:

In May the GLOBE-DEMOCRAT'S Excess was . . . **11,815**

In June the GLOBE-DEMOCRAT Further Increased **3,422**

In June the Post-Dispatch Further Lost **3,397**

GLOBE-DEMOCRAT'S Excess for June **18,634**

Over 91%

of the Globe-Democrat's tremendous daily circulation is in the City of St. Louis, its suburbs and within a 150-mile radius. Less than 9 per cent is outside this radius. These percentages based on sworn circulation figures compiled for the U. S. Post Office Department.

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must be met after peace comes. What is to be our national policy in regard to our merchant marine? What about tariffs and embargoes on international trade, of the sort which even free-trade England is now considering so seriously? And the question of the relations between capital and labor, which the Government has at least succeeded in putting in abeyance for the period of the war; are we to have a final and satisfactory national policy in regard to this weak point in our great industrial fabric, or shall we continue with makeshift plans? How are our hundreds of factories now producing war materials to be swung over to peacetime tasks without confusion, hardship and great waste of man and machine power? What sort of immigration problems may we expect—will there be a great flood of war-weary people surging into our seaports because they believe America to be the nation least likely to be visited by the devastation and horror of conflict? Or may we expect that the staggering tasks facing the European nations after the war will make necessary laws forbidding their citizens to leave home—laws such as are now almost universally in force? And if the latter is the case, how are we to overcome the labor shortage created through the cessation of the tide of a million immigrants a year which formerly came through Ellis Island?

It is reassuring to know, with these great problems facing us, that steps are already being taken in this country to follow the lead of Great Britain and France, and set up a formal organization to study reconstruction problems. The Edmonds bill, soon to come up before the House of Representatives, would create a joint commission of ten Representatives and ten Senators to outline the broad policies of reconstruction, initiate necessary legislation, etc. Five hundred thousand dollars would be appropriated for the purpose, and the joint commission would employ as many persons

as it found necessary, would maintain permanent headquarters in Washington, and branches in as many other cities as seemed necessary. Not more than six of the commissioners elected by each House would be of the same political party, and they would receive no salary. The bill as proposed by Representative G. W. Edmonds has decided teeth in it, for it provides that the commission or any commissioner may secure information in regard to trade facts, etc., by issuing subpoenas and compelling the attendance of witnesses. Any books, papers and documents which are believed to contain information useful to the commission's inquiries could be required by court action to be produced for that purpose, and this authority would extend to all departments, offices, bureaus, boards, commissions or other agencies of the Government itself.

PEACE PROBLEMS WHICH SHOULD RECEIVE ATTENTION NOW

The Council of National Defense already has plans under way for a study of reconstruction problems; and as our readers already know, numerous trade bodies of various sorts are already studying these problems as they relate to trade conditions, and especially foreign trade. The great problem of finding work for crippled soldiers has also been given very serious attention, not only by the Surgeon-General, but through such semi-private organizations as the Red Cross Institute for Crippled Soldiers and Sailors. One phase of this work which will be of universal interest involves the creation of educational departments in base hospitals, so that the convalescent soldier may "go to school" while he is being restored to health.

That reconstruction planning is being carried on in deadly earnest in Great Britain, whose problems are in every way so like our own, is shown by the announcement made in London on June 13 of some of the first fruits of the elaborate organization of com-

mittees which has been functioning in Great Britain for many months. The committees reporting in this case are those appointed by the Board of Trade.

The Committee on Textiles recommends that a tariff wall be raised against manufactured articles from the Central Empires for such period as seems wisest for the safeguarding of the interests of Great Britain and her Allies. It is also suggested that discrimination be made in favor of the Allies as against neutral nations. As regards silk goods, for instance, a tariff is suggested in respect of the Allies, of 15 per cent ad valorem; in respect to neutrals, of 20 per cent to 25 per cent, subject to reciprocal arrangement; and in regard to enemy countries, 40 per cent.

The Committee on Iron and Steel Trades suggests that all imports manufactured from products of iron and steel from enemy countries be *entirely prohibited* during the reconstruction period; that ores and minerals for the use of British manufacturers of steel and iron products be admitted duty free; and that all other materials necessary for manufacturing iron and steel be admitted only in their natural or unworked states. The committee further recommends that no raw materials be sent to present enemy countries from British dominions or colonies. And to clinch the matter, it is suggested that British shipping should not be used to carry either raw materials or manufactured iron or steel from neutral ports to ports in enemy countries, or to neutral ports for ultimate dispatch to enemy countries.

The committee on Textile Trades discusses separately the problems of conserving cotton, wool and flax, the general tenor of its recommendations being to make sure that the wants of Great Britain and her Allies in these materials shall first be guaranteed, and after that, the needs of neutral nations. It is also urged that close agreements be arranged to guard at once against the pos-

sible leakage of these materials into enemy countries.

Great Britain is a new world compared with that which existed prior to 1914; and it will be even more radically changed after the war. Anyone who will read through the statement of purposes of all the more than 80 committees working under her Ministry of Reconstruction, as the writer has just done, cannot fail to be impressed with the tremendousness of the plans which are under way for a new England. The very purposes for which the committees are formed are themselves indicative of a determination to do away with the weaknesses in the social organization, danger points in peace no less than in war.

For instance, among the fourteen committees which are considering trade development, one group is to determine what industries are essential to the national welfare, what steps are necessary to establish those which are not now existent, and how to maintain on the necessary scale those which are not now as extensive as seems desirable. Government subsidies, tariffs, embargoes, and priorities in labor, transportation and materials are among the weapons which are available to aid this work.

TO PREVENT FUTURE TROUBLE BY GERMANS

Definite plans are under way to put an end for all time to German "peaceful penetration" of British colonies, both commercial and financial. In fact, all sources of supply within the Empire are to be freed from foreign control of any kind. One committee will search the world for new markets for British goods, and at the same time lay plans to regain trade both at home and abroad, for British industries curtailed by the war.

That the country "means business" is shown by the fact that there are 21 committees conducting scientific and industrial research, independent of the 14 committees studying trade develop-

ment. Eight committees are working on demobilization, acting as connecting links between the Demobilization Scheme of the Ministry of War and the elaborate Resettlement Scheme of the Ministry of Labor. There are six committees on raw materials, six on coal and power, two on finance, four on agriculture and forestry, two on intelligence, six on public administration, two on labor and employment, four on housing, eight on education, two on aliens, three on legal matters, and three on miscellaneous questions.

Great commercial development of India is hinted at in the plans of the industrial development commission. Subsidies to Indian industries when necessary, elaborate bureaus of technical information about new enterprises, and government demonstration of the practicability of novel industries are being considered.

One committee is preparing lists of possible manufactures to which the present munitions and other war factories can be devoted. They are dividing these lists into those which can employ women only, women and men, and men only. Another committee is preparing to dispose of such military supplies as may be on hand at the end of the war and no longer needed. Still another is making plans to use horses and mules now in government service, and some of the horses will be used as the nucleus of great breeding enterprises to provide a plentiful supply of light work horses for British farmers after the war.

The close of the war will, of course, present tremendous financial problems, and these are being discussed actively by a special committee. It is hoped that the Government will be able to furnish funds to factories to help tide them over the shift from producing war supplies to peacetime necessities. Since a great rush of building is expected, a system of priorities in building materials is being worked out. Coal mining is being studied to secure the uni-

versal introduction of the most advanced methods, and the most economical ways of utilizing coal as fuel for heat and power production are to be developed.

That Great Britain expects an increasing utilization of land for public purposes is indicated by the fact that one committee is working out ways and means of taking over land for community use. Another is at work creating a permanent national policy in regard to the employment of women. Incidentally, the plans for demobilization of the army are so minute and complex that there is a special committee at work planning to find positions for wounded and invalided officers in India, Burma, the Eastern Colonies and the Malay States.

TRAINING WON'T GO TO RUST AFTER WAR

The thousands of young Britons who have become aviators since the war began are not to find their knowledge useless at the end of the war, if it can be avoided. A committee is at work trying to devise ways for using the aeroplane commercially.

It is not to be supposed, of course, that all the recommendations and findings of the various committees, whose activities I have mentioned briefly here, will be accepted by the British Government in their entirety. It is probably not advisable that they should be. The point is, however, that none of these great after-war problems is to be allowed to come up on the horizon unobserved and without any preparation. The long look ahead which the Ministry of Reconstruction is taking is as much an insurance *against* trouble as it is a preparation for actual trouble impending.

For America to allow the war to end without having undertaken extensive and effective work of the same sort would be folly so unthinkable that no one can believe it will be permitted.

The only question is: How soon, and on how big a scale, shall we begin our study of the problems which peace will bring?

Is There Anything a Drug Store Can't Sell?

Evidently Not, Judging from What One Druggist Is Doing—He Even Sells Cows Over His Fountain

(From McKesson & Robbins "Drug Topics")

IN New York is a druggist who carries in stock probably 5,000 different items. In 1917 this druggist—H. B. VanCleve in the Hudson Terminal building—did the largest business his store had ever known and earned the largest profit. To pay his taxes to Uncle Sam, not a dollar of his profit earned from pharmaceuticals, drugs, chemicals or other strictly drug store merchandise had to be touched. Just five items—every one of them an outside, non-drug store item—paid the tax.

What do you think these items were? Here they are: Cows, dolls, vases, eggs and nuts. Not drug store items, you say. Wait and see if they are—the proof is in the selling. In his drug store Mr. VanCleve sells soda to between 2,000 and 3,000 persons a day. To save money on his requirements for cream, which he originally bought from the milk company, the druggist, two years ago, bought fifty-one cows in Kentucky at a cost of \$48 each and moved them to his farm in Orange County, N. Y. This winter and spring, these fifty-one heifers had calves. Now he has more milk and cream than he needs. What would he do with the excess cows, he asked himself one day?—sell them was the quick answer. Where? In his own store of course, like any other merchandise. All sorts of persons come into this store daily—many of them have suburban homes and patches of ground on which a milch heifer could be grazed to advantage.

Commerce is described as the business of bringing materials from the place where they are plentiful to the place where they are scarce and needed. To the average city man looking for a cow it would mean a day's hunt to find one for sale. VanCleve

said, "I will save those who want cows this hunt. I'll hang up a sign over my fountain telling them that I have cows for sale and see what happens."

Men and women came into the store, looked at the sign and made inquiries about the cows much as they would about any of the merchandise advertised on the other signs about the store. The inquiries were answered on the same principle that they would be answered concerning any other merchandise. The age, weight, appearance, and amount of milk produced daily by the cows was described, exactly as a water bottle or any other item might be described. To date twelve of them have been sold at \$100 each, yielding a profit of \$624. With each cow went a guarantee—the regular store guarantee that the merchandise was strictly as represented.

CHARACTER DOLLS GO LIKE HOT CAKES

In Belgium before the war, a woman named Mme. Hendron made a famous character doll, on the style of the Rose O'Neill doll, only different. These dolls have wonderfully expressive faces, real hair, are tastefully dressed in vivid colors and made so that it is difficult to break them. They retail from 98 cents to \$5 each. Since the war they have been made in New York. Mr. VanCleve put in a stock of them—as a trial. They went like hot cakes—he sold \$1,200 worth of them at a handsome profit and continues to sell them at the rate of \$100 or over a month.

In Arkansas to-day is made an odd style of vase called Niloak Pottery produced by a process that closely imitates or suggests the work of the ancient Egyptians.

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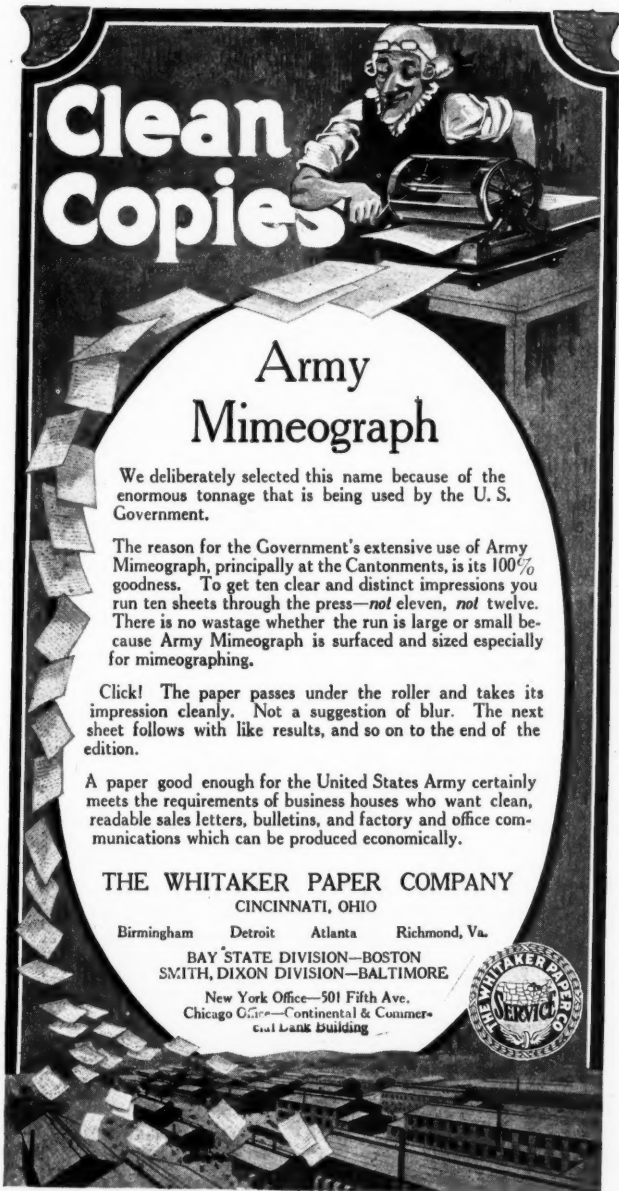
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This vase makes a beautiful decorative effect and costs but a fraction of what the Egyptian vase would cost. VanCleve put in a supply of them to retail from below \$2 to \$10 each. Customers admired them—he sold a thousand dollars' worth of them and is still selling them by the case full.

Down in Mississippi a year or so ago, VanCleve came across a particularly fine flavored paper shell pecan nut. From the owner of the grove where this nut was grown, VanCleve bought a barrel of them and shipped them to his store—as an experiment. They were dumped in the window with a card offering them at 65 cents a pound. In three days the contents of the barrel—150 pounds—were sold and three new barrels were sent for. These went like the first barrel and VanCleve, encouraged by the results of his experiment, next ordered a ton. Still the demand grew. Now he buys these nuts two and three tons at a time. In one year his sale of paper shell pecans, purchased direct from the raiser, amounted to more than \$5,000, on which he made a snug profit.

THEN HE WENT INTO EGGS

Of the 2,000 to 3,000 customers who patronize the VanCleve soda fountain daily, hundreds ask for egg drinks. Formerly VanCleve bought these eggs from a wholesaler. To increase his profit, a while back he started his own egg farm with a flock of white leghorns, now numbering 1,200. As the flock of chickens grew he had more eggs than his fountain needed. So he put up the excess in pasteboard cartons of a dozen to the carton and placed them on sale in his store as particularly choice—from the drug store's own farm. Customers bought them—liked them—came back for more—the flavor was delicious. According to season these eggs in the last year sold for from 48 cents a dozen in April and May to 85 cents a dozen in mid-winter. In the last twelve months \$10,000 worth of them were sold alto-

gether by the carton. The demand for the VanCleve eggs is now largely in excess of the output of his farm, so he had to make a deal with an adjoining poultryman who has 1,300 white leghorns, to make up the deficiency. It is now taking the combined efforts of the 2,500 white leghorns—VanCleve's 1,200 and his neighbor's 1,300—to keep his fountain going and meet the requirements of consumers who buy eggs by the carton.

So there you are. On these items—all admittedly out of the customary drug store line—this druggist proved two things—(1) that a drug store can sell any kind of honest merchandise with no more trouble than it sells a 10-cent package of Rochelle salts and (2) that by adding to its ordinary line of merchandise popular items for which there is a known market elsewhere, it can earn enough additional profit outside of its regular profits to pay the owner's war taxes and part of his overhead. In 1918—with war taxes to be almost doubled—there is a powerful lesson in this for other druggists, who wish to enlarge their volume sufficient to cover at least their increased taxes.

A few weeks ago there was a meeting of well-known druggists to discuss business problems. At the meeting a constructive suggestion was made for stimulating increased business. One man present disapproved—said it wasn't according to Hoyle—it had never been done before—why something new?

"These are war times," said the chairman of the meeting, who is a national figure to-day in the drug field. "We need all the business we can get to offset war taxes. Where I come from, we believe in utilizing every legitimate means that can be helpfully and usefully employed to get business. You can call us shopkeepers if you want to. If we get the business what difference will it make what we are called. Success is its own reward."

Herbert W. Smith has been promoted to an assistant professorship of advertising in the School of Journalism of the University of Missouri.

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Chief Draftsmen	
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Chief Metallurgists	
Department Heads and Foremen . . .	3,964
Draftsmen	} 6,558
Engineers	
Chemists	
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Office Managers	} 4,884
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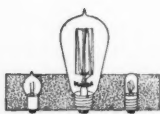
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MAZDA is the trademark of a world-wide service to certain lamp manufacturers. Its purpose is to collect and

select scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive this service.

MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady, New York. The mark MAZDA can appear only on lamps which meet the standards of MAZDA service. It is thus an assurance of quality. This trademark is the property of the General Electric Company.



A MAZDA Lamp for every purpose



RESEARCH LABORATORIES OF GENERAL ELECTRIC COMPANY

"Own Your Home" Campaign Revives Sales

Advertising Finds 245 Ready-to-Buy Prospects for Indianapolis Real Estate Men

THE Indianapolis "Own Your Home" movement with the aid of advertising and publicity has effectively quickened real estate buying.

Early in the year the National Real Estate Board determined that a co-operative movement pushing the idea of home ownership would be the only effective means of combating the lagging war market for real estate. The national organization provided a background and prepared copy for a campaign which it was intended local real estate boards should complete.

The campaign was carried out very generally, most cities choosing the early spring months. The month of June is commonly regarded as the poorest month of the "spring" season for home buying. The Indianapolis Real Estate Board was impressed, however, with the importance of putting the campaign on in just the right way and therefore delayed until final arrangements had been made for a permanent secretary, Homer V. Winn, who was taken from a local advertising service agency to be installed in the new office. Mr. Winn had direct charge of the campaign.

While Indianapolis has always been known as a home-owning city, the facts discovered by the market analysis were that 65 per cent of the population were boarders and renters. This it was determined was due to the recent rapid growth of the city.

This analysis was a compilation of facts and figures in possession of the local board checked up by the United States Census report. It was believed sufficiently accurate for all the purposes of the campaign.

The board appropriated \$1,000 for the campaign and, on this slender fund, all that was accomplished seems remarkable, as after impossibilities were weeded out,

the campaign shows 245 ready-to-buy prospects in hand. The accounting shows that the fund was sufficient, with forty cents to spare. These prospects are being closed day by day as reported by members to the board. Already all the resale possibilities in the south and east sections of the city have been exhausted. Only builders can buy in these sections.

All of the advertising was done in the name of the Own Your Home Committee, because it was believed this would give it a more disinterested air than advertising signed by the Indianapolis Real Estate Board.

EVERY PROSPECT BOMBARDED

All prospects who signed cards were bulletined by the board secretary to every member, and each was allowed to make his own canvass of the prospect. This is the practice of the board in all inquiries that come to it, and while it seems to provide for over-solicitation of the prospect, is the only plan which has met the unanimous approval of members. It is doubtful under this plan whether any real prospect escapes.

The campaign promoters, following the cue of the National Board, made the movement a public one. Speakers were employed and factory meetings were organized and held every day for ten days. Newspaper space, window cards and printed matter were used.

One feature of the campaign which visualized the home idea, was a miniature bungalow. The actual cost of this bungalow was more than \$150, but the lumber, labor, wiring, furnishings and materials were donated, and the expense to the real estate board was not entered as anything.

This playhouse, which was built to set on a foundation six by nine feet, was offered as a prize to the

boy or girl in the grade schools who would write the best essay on "Why You Should Own Your Home."

Interest in the contest was aroused by the folder which was printed showing on one side a black and white etching of the playhouse. This was to be colored with crayons. On the back was copy as follows:

"Direction: The miniature house will be given to the girl or boy, in grade schools, who writes the best essay on home ownership and its advantages, and colors this drawing in the most artistic manner. When you have colored the house and have written your essay, mail to headquarters, 817 Lemcke Building, Indianapolis.

"Write your essay on this side of the sheet. Do not use additional paper. Contest closes July 10, 1918. All essays must be in by this date."

To the above were added the names of the judges, all local men of prominence, one being a bank president and the others a church pastor and the principal of one of the high schools.

There were 10,000 of these folders printed and more than 1,000 colored and covered with essays were returned.

As was anticipated, most of these essays bore the evidence of help from the older folks of the family. There was plenty of reaction to this piece of copy to indicate that it served well its purpose in making people think of reasons for home ownership.

Part of the campaign in connection with the house provided for its appearance at public meetings of any character and on the downtown streets daily during the two weeks of the campaign. It was mounted on a truck and a sign carried the information, "This bungalow to be given away to the child in the grade schools writing the best essay on 'Why You Should Own Your Home.'"

To carry the news of the movement to the factory man, the speaking campaign was arranged. In ten days it covered the principal factories of the city. These

speakers were volunteers, being ministers and lawyers for the most part. All were supplied with the advertising matter and given any other data they desired. Without attempt to direct the kind of speeches they were to make, these men all concentrated on the theme of the campaign, which was "You've got to pay rent; why not buy the home for yourself instead of the landlord?"

The miniature house folder and the speeches were backed up by newspaper advertising which appeared in all three of the local newspapers, running Saturday, Sunday and Monday for two weeks. In between these dates the newspapers carried daily news stories of the factory meetings. In all, the newspapers carried forty-nine different stories of the movement during the period of the campaign.

The newspaper advertising asked readers to call or write for the folder, "How to Own Your Home." The same thing was impressed by the window card used in the campaign. This card was freely used by stores all over the city, the promoters of the campaign having no difficulty in getting store owners to see the movement as one of public benefit.

The folder set forth in simple style four plans for home owning entitled, "The Easy Payment Plan," "The Contract Plan," "The Deed and Mortgage Plan," and "The Lease and Option Plan."

At one factory meeting nearly 2,000 of those folders were passed out. All noon meetings were summoned by bugle, and the speaker stood on the truck that carried the miniature house, or near by it.

The cards returned were from skilled and unskilled labor by about four to one, and the five-room house with modern conveniences was in biggest demand.

The board, too, noted the fact with some surprise, that more cards were brought in person to headquarters than were mailed.

Allen Haase, formerly western advertising manager of *Advertising and Selling*, has become advertising manager of *Petroleum*.

Reducing Labor Turn-Over

(Continued from page 6)

think they are not getting deserved promotion. In short, everyone in the organization has in this department someone to whom he can come for a square deal.

Educational Department.—This department is what its name implies. It aims to educate the workers, particularly in organization spirit, and it includes in its work the furtherance of the various patriotic campaigns. It publishes a weekly newspaper, "The Curtis Fuselage," distributed on pay days to all workers, and a monthly magazine, "The Curtis Flyleaf," which is really a technical aeronautic magazine circulating among training camps, battalions, libraries and among the hundreds of others who would be naturally interested in a publication of this kind.

It was of the work of this one branch that I intended to write when I went to the Curtis plant, for its field is advertising, advertising pure and undefiled—the selling of an idea to an organization—but I saw so much of interest to the manufacturers who read PRINTERS' INK in the general welfare plan that I could not refrain from branching out a bit.

EDUCATIONAL WORK

The work of the Educational Division cannot be briefly outlined, in fact it cannot be fully described in a short article for it is constantly changing, constantly reaching out for new ways to attain its end. For instance, there was the big dinner for department heads held recently. It would hardly be called an educational event under ordinary circumstances, but just the same it did a lot to build up morale. It was held in the Elmwood Music Hall, the second largest auditorium in Buffalo. More than seven hundred department heads were there, and they heard of the work the whole organization is doing, its tremendous part in winning the

war, and each went away impressed with the fact that he was doing just as useful work as the soldier who goes over the top.

To me the one outstanding feature in the Curtis educational campaign is the weekly newspaper, "The Curtis Fuselage," because it is the thing which most directly reaches the workers. If you have ever had anything to do with an internal house-organ you know the two great tests of how it is taking, the editor's mail and the ground a hundred feet from the place it is handed out. I happened to be near the North Elmwood plant one Saturday noon when the 5,000 workers received the "Fuselage," and I failed to see a single copy thrown away. They all glanced at the headings and stuck the paper in their pockets to read on the street car, whereupon I knew that "The Fuselage" was making good. Mr. McCleish tells me that every day scores of letters and contributions are received by the editor, which tells its own story.

"The Fuselage" is not "preachy." As a matter of fact the editorial column gets left out entirely every once in a while when they are short of space. It is a real newspaper, edited by a trained newspaper man, and there is nothing the least bit amateurish about it. It gives the news that the workers want, clearly, concisely, plays up features just as any newspaper would. The readers are not called upon to make allowance for the fact that it is not a real newspaper for it is, and they find it worth reading.

While "The Curtis Flyleaf" has a different appeal it also does its part in educational work. For instance, much space was devoted in a recent number to telling about Buffalo. It went clear back to the pioneer days and told the whole story of the city. The reasoning behind this is that every good citizen wants to know the history of the town he lives in, and as the majority of Curtis workers are newcomers they ought to be given this information.

In order to encourage workers

to use their heads, a series of prizes has been offered for suggestions. Blank suggestion cards are supplied at the suggestion boxes, making it easy for workers to turn in their ideas. The largest prize is a \$50 Liberty Bond given each week to the employee who turns in the best suggestion, and the names of the winners are published in "The Fuselage." In addition to this a prize of two dollars is paid for every suggestion adopted by the production department. The judging is done by a committee of five.

So much for what the division is doing; and we have only touched the high spots. Now comes the question: Does it do any good? You, too, may be skeptical of welfare departments. You may have heard something like the little pale-faced salesgirl in the department store told me when I remarked on the splendid welfare department in the store: "Sure! It's a fine way to square themselves for only payin' us girls \$8 a week."

EVIDENCES OF SUCCESS

The plain truth is that the Curtis welfare work is successful. It is accomplishing its task of bringing employees closer together in the right way, of inspiring not only a spirit of loyalty to the company, but to their country.

You want proof? Very well.

Employment figures show that the labor turnover has been greatly reduced since the educational and welfare work became active.

Instead of being ordinary work at so much per hour—and the pay is high—production at the Curtis plant has become a sporting event, a matter of personal pride. Foremen strive to mark up a record, not to earn a bonus; but for the same reason the 100-yard sprinter tries to clip another fifth of a second off his record of ten flat. You can't buy that with money! You ought to see the celebration when a department lowers its record.

But best proof of all are the hard cold production figures. As an easy example, take the pro-

duction of hulls for flying boats. Each of these hulls is the equivalent in time and labor of one large tug as used on the Great Lakes. In peace times this took a good shipyard six weeks. The first record made under the new order of thing was twenty-one days, which was reduced in the following steps: eighteen days, seventeen days, sixteen and a half days, fifteen days—there it hung for a long time, then by a special effort of will and appeal to the sporting instinct of the men the time was suddenly lopped off to eleven days and later to nine days. At the time this is written the record has been reduced to five and a half days, and the Curtis boys are still out to get Henry Ford's record.

There is a little story connected with the lowering of this record which may serve to cheer up the gloomsters who are not yet sure that Yankee resourcefulness will win the war. In the making of these boats production was greatly hampered by the fact that there were no suitable tools for speeding up the work. Remember the making of air boats is new, and turning them out like tin lizzies was undreamed of a few months ago. This was particularly true in the scraping and polishing of the planking. Three men employed on this work finding no tools which would allow them to speed up went to work and invented new tools of their own and the company has since adopted them.

That's the kind of spirit that wins wars.

Palmer Leaves "Today's Housewife"

W. G. Palmer, formerly vice-president of *Today's Housewife*, has resigned to join the Rodway Co., Inc., New York, food products brokers and manufacturers. He was formerly editor and manager of *Inland Storekeeper*.

Joins Chicago "Tribune" Staff

Edward W. Smith, who has been representing D. O. Haynes & Company, New York, in the Chicago territory, has joined the Business Survey Department of the Chicago *Tribune*.

Advertising in Minneapolis

The following figures show the comparative advertising lineage of fifteen leading classes of business in the Minneapolis newspapers during the month of June, 1918.

This business is placed by Minneapolis merchants who are on the ground and know *circulation* values.

Advertising	JOURNAL	SECOND PAPER	THIRD PAPER
Dept. Stores.....	159,821	148,618	50,943
Drug Stores.....	9,569	12,823	480
Electrical Appl'ies	10,040	7,632	1,512
Financial	13,473	12,737	5,393
Foods	39,002	27,622	25,917
Furniture	38,816	36,502	13,667
Furriers	4,867	2,028	—
Hardware	7,833	3,517	2,558
Jewelers	7,179	5,067	1,758
Men's Apparel...	55,676	42,952	40,819
Opticians	2,445	1,211	736
Musical Instrumts	10,750	6,811	8,358
Real Estate.....	9,074	6,852	120
Shoe Stores.....	11,164	4,186	4,773
Women's Apparel	43,158	28,898	16,006

THE MINNEAPOLIS JOURNAL publishes a *greater volume* of advertising than any other newspaper in the Northwest, although it eliminates every month thousands of lines of objectionable advertising carried by the other Minneapolis newspapers. THE MINNEAPOLIS JOURNAL has the *absolute confidence* of its scores of thousands of readers, and—

***Advertisers Use the Journal Most
Because it Gives Them Most Results***

O'MARA & ORMSBEE

Newspaper Representatives

Gas Building
Chicago

Brunswick Building
New York

WAR RESTRICTIONS

are steadily forcing the use of papers of reduced quality.

By *intelligent* etching, it is possible largely to offset the difficulties of printing illustrations on lower grade stock.

Beck engravings have long been recognized for their maximum printing qualities, as they are made especially for the stock on which they are to be used.



The Beck Engraving Company
Designing - Engraving - Printing
Philadelphia New York

"Uncle Sam's Employment Agency" Launches Big Advertising Drive

Purposes and Methods of the U. S. Employment Service Explained in
Advertising Campaign to Appear Locally in Donated
Space Throughout the United States

UP to the present, business men have not heard very much about the United States Employment Service. It has not made very much noise, having been extremely busy in preparing for the titanic job ahead of it. But the days of silence are now past. From now on, all employers in essential war industries of unskilled labor in substantial numbers are asked to recruit their workers through the Employment Service, and the Employment Service alone. Every department of the Government is pledged to aid in carrying through this gigantic programme of federalization of the labor supply.

However, the attitude of the Employment Service is decidedly friendly. Its officials are asking for co-operation, and confidently expecting it; and compulsion will be used only as a last resort. To insure proper co-operation, not only on the part of employers, but the general public, plans have been completed for an extensive advertising campaign, covering the entire country, and designed to sell to the whole nation the idea of the United States Employment Service and the vital necessity of co-operating with it.

This campaign will be like the Liberty Loan and Red Cross campaigns in that its main efforts will be local in character. A series of advertisements has been prepared through the Division of Advertising, United States Committee on Public Information, explaining the United States Employment Service (a branch of the Department of Labor) and quoting from President Wilson's statement of the urgent necessity for centralized control of employment. The plan is for these advertisements to be published in local newspapers throughout the country in

space purchased by local advertisers and donated by them for the purpose. The advertisements carry the signature of the United States Employment Service, the statement that "This advertisement was prepared for use of the Department of Labor by the Division of Advertising of the Committee on Public Information," and the now familiar phrase, "This space contributed to the winning of the war by ——" (with blank left for the name of the advertiser).

The United States Employment Service has grown so rapidly in the past six months that probably few, even among those well-informed on Governmental matters, realize its present scope, or the size of the job which it is to-day undertaking. It has already placed 250,000 men; it has a total of 300,000 specially skilled men registered and classified; and it is working through 500 branch offices in every part of the United States. Between 3,000,000 and 4,000,000 men must be placed through these offices in the next twelve months, if the present programmes of the various Government departments are to be carried through successfully. One branch of the U. S. E. S.—the Public Service Reserve—has 20,000 "local enrollment agents" in every nook and corner of the United States, finding recruits for war service. An elaborate "intelligence service" keeps the activities in one section co-ordinated with those in another, and is aided by the official "house-organ," the "U. S. Public Service Bulletin," with which readers of PRINTERS' INK are familiar. This is under the editorship of A. D. Chiquoine, Jr., and Roger W. Babson is general director of the "Information and Education Service." The good-will advertising

activities, of which the present article is descriptive, are directed by C. E. Walberg, who was formerly with the Committee on Public Information, and before that with the W. H. Rankin Company in Chicago.

In order to get the advertising under way in all parts of the country as soon as possible, Mr. Walberg has prepared a big bul-

ber of articles on the work by authorities ranging downward from President Wilson. The plan is for newspapers to reprint these articles in their news columns, if they see fit. There is also general information such as will be of advantage to editorial writers and others who should have the facts in regard to the labor situation.

Eighty thousand copies of this

bulletin were issued, the New York *Globe* having offered its presses to run off the entire edition. One copy was mailed last week to each of 17,000 newspapers throughout the country. Every Chamber of Commerce in the country also received one, and many chairmen of the County Councils of National Defense were included on the mailing list. Thousands of important manufacturers also received it.

The advertising copy for local reproduction has been prepared by the Frank Seaman Company, New York; Mallory, Mitchell & Faust, Chicago, and Wm. H. Rankin Company, Chicago. The art

work has been executed by Frank Seaman Company, New York; the Ethridge Company, New York, and Wm. C. Faul, New York. The typesetting of advertisements has been done by Eilert Printing Company, Carey Printing Company, Charles Francis Press, Gotham Press, McConnell Printing Company, J. C. Rankin Printing Company, Hamilton Press,



The Right Men in the Right Jobs Will Win The War

THE true American wants to work where he will help win the war. He wants to be in America under the Right Men in the Right Jobs. Only when this comes about can maximum production be obtained to support our armies at the front.

The needs of all war industries can be satisfied and met by the Government if employers and laborers will avail themselves fully of the nation-wide machinery which is at hand. The length of the War depends directly on our Country's ability to supply all War Industry with the best workers the country can produce the moment they are needed.

The U. S. Employment Service is the official bureau of the Federal Government in charge of the distribution of labor. The President has declared that it is the official agency for recruiting and distributing unskilled labor for war work.

It has over 500 branches throughout the nation, and 20,000 U. S. Public Service Reserve certificate agents. Ask the local post office or newspaper for names and addresses of the nearest representative, or write to the U. S. Employment Service, Washington, D. C.

These employers on war work who seek to get labor through their own or private recruiting agencies are interfering with the Government's machinery and preferring their interests to those of the nation. Only through direct compliance with the Government's program can the constant and low droning of labor from one war job to another, with its attendant waste of time, money and efficiency, be prevented.

Since all the Government's war work is engaged in war work, so too is the laborer. He is engaged in war work when he is engaged in the production of war material. He is engaged in war work when he is engaged in the production of war material. He is engaged in war work when he is engaged in the production of war material.

United States Employment Service
1200 Broadway, New York City

This advertisement is printed for use of the Department of Labor. It is the property of the United States Government and is loaned to you for your information only. It is not to be distributed outside of your plant.

THIS SPACE CONSIDERED FREE TWO WEEKS OF THE TRIAL BY MAIL. (Not valid for orders of circulation of 500.)

Copyright, 1918, by the United States Government. Printed by the United States Government. All rights reserved. No part of this publication may be reproduced without permission in writing from the United States Government. Printed by the United States Government. All rights reserved. No part of this publication may be reproduced without permission in writing from the United States Government.

SELECTIVE LABOR SERVICE COPY

let of information, consisting of sixteen pages, full newspaper size. This bulletin is a veritable arsenal of facts in regard to the United States Employment Service. It contains full-size reproductions of some twenty advertisements designed for local reproduction, discussing the work of the U. S. E. S. from many interesting angles. It also contains a num-

Burr Printing Company, E. M. Diamant, and Wm. Green, all of New York city.

Much of the copy has, as might be expected, a stirring note of patriotism, emphasizing the fact that the man who sticks to his job, if he is in vital work, is giving valuable aid toward winning the war. "On the Job—The Right Job—SHIPYARDS—Or Where It's Needed," says one headline accompanying a striking drawing of a ship under construction. "You heard America's big splash on Independence Day, the splash of ships which sent a tidal wave around the world.

"You behold America's bridge of boats reaching out to span the sea to the far-off firing line in France.

"Behind that job of building the bridge, helping out with the other great forces, is the United States Employment Service."

Then the copy explains how the U. S. E. S. is furnishing shipbuilders at the rate of 25,000 to 28,000 a month; explains how the organization works, and winds up:

"The employer should hire his war workers through the United States Employment Offices so as not to take men from places in which they are vitally needed.

"Men looking for work should apply to the United States Employment Service, so that their services may be utilized in places that will count most in the winning of the war.

"The United States Employment Service knows where to get men and when to send them. Whatever your need of work or workers, call upon the United States Employment service to-day.

"Get in touch with your local Examiner in Charge, or write to the Director General at Washington."

As a matter of fact, the experts of the United States Employment Service declare that the elimination of our past clumsy methods of fitting men to jobs will in itself result in a *fifteen per cent increase in production*. In some plants, so Secretary W. B. Wilson, of the Department of

Labor, states in the bulletin, the turnover of labor has been 200 or 300 per cent annually. It is no wonder, then, that W. E. Hall, National Director of the United States Public Service Reserve, declares that our labor turnover "is equal to presenting the Kaiser with twenty divisions of shock troops." One advertisement in the series declares that "Every time a man changes jobs the country may lose (in money value) five rifles, or 1,000 cartridges, or ten H. E. shells, or ten pair of shoes, or eight uniforms, or fifty hand grenades." "Don't go to the job that 'isn't there,'" urges another piece of copy, while another says: "Don't change jobs without consulting Uncle Sam."

The last page of the sixteen-page "newspaper" sent out by Mr. Walberg contains a list of all the state directors of the U. S. E. S. and the Public Service Reserve, as well as the addresses of the 500 or so branch offices. The entire United States has been divided for organization purposes into thirteen districts, and the name and address of each district superintendent is also given. The general organization is divided into sections concerned with skilled labor, common labor, women's division, farm service division, and the "Information and Education Service," and the Public Service Reserve, already mentioned.

A. A. C. of W. Opens Washington Office

The Associated Advertising Clubs of the World have opened an office in Washington, with Lewellyn E. Pratt, of New York, in charge, for the purpose of handling in a more effective manner than has heretofore been possible, the government's advertising needs in recruiting, food conservation, etc. Mr. Pratt was appointed at the recent San Francisco convention executive assistant to President W. C. D'Arcy, of St. Louis.

J. P. Shaddock, formerly of London, England, and of the Western Advertising Agency, Racine, and Lord & Thomas, Chicago, has become assistant to A. E. Briggs, Foreign Manager of J. Roland Kay Co., International Advertising Agents, Chicago and New York.

"Keep Trade-Marks Alive!" Is Poster Association's War Cry

Reorganization and Expansion Voted at Chicago Convention to Help in Nation-Wide "More Advertising" Move

IT was thoroughly agreed at the national convention of the Poster Advertising Association in Chicago last week that the one big thing before American business men to-day is helping win the war. To this end the association pledged its entire resources.

At the same time it was vigorously pointed out that American business had another supremely important duty—the duty of keeping industry and things generally in a healthy state so as to promote the country's prosperity not only now, but after victory is won.

It was the unanimous conviction of the several hundred members present that it is worse than a mistake for producers of merchandise to quit advertising because war-time conditions restricted their output or prevented sales to civilian consumers.

George Enos Throop, of Chicago, aroused much interest when, in a speech on this topic, he declared it to be the privilege of all poster men from a standpoint of general as well as personal interest to help bring about a more general understanding of the dangerous effect on the country's business as a whole that surely is going to come unless manufacturers and others keep their trade-marks alive during the war.

"The advertising being done for Bull Durham tobacco is an example of what I mean," said Mr. Throop. "You can't buy a nickel's worth of Bull Durham to-day because the entire output has been taken by the Government. But on the billboards to-day all over the country you will see the famous Bull Durham trade-mark and name—and also the information that the Government is using it all. This is real advertising. When the war is over there won't have to be any long drawn-out advertising campaign to revive in the

minds of the people memories of Bull Durham tobacco. They are not allowed to forget it, and this is why no reviving will be needed."

In an informal discussion a number of short speeches were made echoing these sentiments. The discussion brought out the very interesting fact that manufacturers all over America are every day becoming more thoroughly awake to the necessity of this brand impression advertising. This sentiment is taking growingly tangible form, as is seen by the increase in business placed with the bill posting companies. It was said that the prospects for fall business were so vastly better than anybody thought they would be that it is very evident advertising was not like politics—adjourning for the period of the war.

As a logical outcome of the decision to work as an association and to promote brand impression advertising was a change in the by-laws to the end that the association should become larger and its influence widened.

MEMBERSHIP REGULATIONS

The association voted that hereafter bill posting concerns in towns as small as 2,500 inhabitants should be eligible to membership. Heretofore members of the national association have been accepted only from towns of 5,000 and up. Concerns in the smaller towns have been granted the privileges of membership in the various state associations, and as such have had sort of a step-child relationship to the national association. Now, if their plants and service are up to a certain standard, they may enter the national association on the same footing as other companies. According to Secretary Bell, this means an increase of about 3,000 members, thus making the association a much more important proposition.

Every argument for
quality is enforced
when you print it on

ART MAT

The incomparable dull-finished coated

The dignity of its type page, the warmth and "atmosphere" which it imparts to illustration, the absence of glare in its mellow surface, create the impression of distinction and refinement from the outset.

Advertising literature on Art Mat will be read when the ordinary production is glanced at and cast aside.

Write for our Art Mat Exhibit Case and note the unusual possibilities of Art Mat

LOUIS DEJONGE & CO.

NEW YORK CITY



Good News

The need for true and thoughtful presentation of daily news of world events has never been greater than at present.

For unfailing confidence in the positive progress of our Country and its Allies toward victory, for unwavering support of every right activity for the common good, unbiased and unprejudiced conclusions are essential.

These qualities are fully expressed in the columns of **The Christian Science Monitor**, a 16-page international daily newspaper, published in Boston every weekday.

Its own news-gathering service reaching to all parts of the globe, its editorial policy of constructive analysis and interpretation, and its household features make it an ideal paper for family reading.

The Christian Science Monitor, 3c a copy, is on general sale throughout the world at newsstands, hotels and Christian Science reading-rooms. Yearly subscription by mail anywhere in the world **\$9.00**, or one month trial subscription for **75c**.

**THE CHRISTIAN SCIENCE
PUBLISHING SOCIETY**

BOSTON

U. S. A.

*Sole publishers of all authorized
Christian Science literature*

In this provision for a larger association and in the unqualified pledges of devotion made by such men as K. H. Fulton, of New York City, and H. F. D'Mealia, of Jersey City—as well as in the cheerful reports about good prospective business—the members took much comfort. It was in the nature of a cheer-up and inspirational meeting, which served its purpose well. There was no entertainment and no fun. But in respect to work done and prospective benefit provided for, the meeting was regarded as more than successful.

The association forgot all its troubles one afternoon and laid all business aside in order that patriotism and the war might have full sway. That splendid Jackie band from the Great Lakes Naval Training Station brought the members to their feet repeatedly. Some rapid-fire speakers flung a few gems of patriotic oratory into the assemblage. The latest news from the front was read. It was shown that bill posters could sing when it came to the matter of a patriotic song. Much emotion was displayed—quite unlike the usual scenes in a meeting of hard-headed American business men.

GET GOVERNMENTAL CONGRATULATIONS

Telegrams of greetings from various Governmental departments were read. The Publicity Division of the Treasury Department telegraphed Secretary McAdoo's earnest thanks for the free space that had been given to advertising Liberty Bonds and War Savings Stamps.

The United States Food Administration in a long telegram complimented the members for their earnest co-operation in spreading the gospel of food saving.

Fuel Administrator Garfield wired his congratulations on the effective way in which the membership stood up under various war-time restrictions. Mr. Garfield reminded the members that if they got what seemed to be a little more than their share of trouble along this line it was through necessity rather than de-

sign. Any way, the war's end was not so far removed now, and things would be back in their natural state or even better.

A new administration was elected. It was said that all the new officers and practically all directors were heads or members of poster firms. They follow: President, E. C. Cheshire, Norfolk, Va.; vice-president, Milburn Habson, Independence, Kan.; secretary, W. W. Bell, Pittsburg, Kan.; treasurer, E. M. Watson, Lafayette, Ind.

Directors: A. B. Beall, Sioux City, Iowa; J. Brinkmeyer, St. Louis, Mo.; C. V. Thilley, St. Joseph, Mo.; A. C. Cheshire, Norfolk, Va.; Geo. Rife, Baltimore, Md.; Fred Ziller, Meriden, Miss.; W. W. Workman, Richmond, Va.; Scott W. Anderson, Salt Lake City, Utah; Jos. Flynn, Plymouth, Mass.; Geo. Schennell, Columbus, Ohio; H. C. Walker, Detroit, Mich.; P. E. Haber, Fond du Lac, Wis.; O. G. Murray, Richmond, Ind.; A. C. Know, Freeport, Ill.; K. H. Fulton, New York, N. Y.; W. J. Ferris, Buffalo, N. Y.; J. A. Reardon, Scranton, Pa.; Thos. Nokes, Johnstown, Pa.; H. F. O'Mealia, Jersey City, N. J.; E. C. Donnelley, Boston, Mass.; D. W. Flynn, McAlester, Okla.; E. L. Ruddy, Toronto, Canada.

Secretary Bell is new in the official circles of the association. He has been in the bill posting business at Pittsburg, Kan., for twenty years and is now mayor of that town. He will resign his office at once and so arrange his business interests that all his time can be given to the association.

Ad Manager Promoted

L. D. Calhoun has been made assistant sales manager of the Square D Company, Detroit, manufacturers of electrical safety switches.

Mr. Calhoun has been advertising manager of the Square D Company for the past year, and in addition to his new duties, will continue to handle the company's advertising.

Winslow Makes Change

E. B. Winslow has joined the sales staff of the New York office of the American Colortype Company. For the past six years he was connected with George Batten Company, New York.



At a sale of registered short horn bulls in BIRMINGHAM last week, 80 bulls were sold for \$75,561, all going to Alabama farms.

Great developments are taking place in and near BIRMINGHAM. The Tennessee Coal, Iron and Railroad Company (subsidiary of the U. S. Steel Corporation) is spending \$35,000,000 in BIRMINGHAM for steel mills, shipbuilding plants, machine shops and betterments.

Fifteen thousand skilled men are added to this company's pay roll.

Alabama produced farm products to the value of \$500,000,000 last year, against a ten-year average of \$150,000,000.

Alabama led all states in the Union in increase in cattle during 1917, showing a gain of 25%.

The United States Government is building a new \$1,000,000 post-office in BIRMINGHAM.

The United States government is spending \$2,500,000 for barges to be employed on the Warrior River.

BIRMINGHAM and trade radius, with 750,000 population, are thoroughly covered by THE LEDGER.

- ¶ More than 22,000 city,
- ¶ More than 33,000 city and suburban,
- ¶ More than 40,000 subscribers,
- ¶ More than 30,000 of whom read no other BIRMINGHAM newspaper.

THE BIRMINGHAM LEDGER COMPANY
BIRMINGHAM, ALABAMA.
James J. Smith, Publisher.

THE JOHN BUDD COMPANY
Advertising Representatives

Tribune Building Chicago
Burrell Building New York
Chemical Building St. Louis

MEMBER AUDIT BUREAU OF
CIRCULATIONS

Germans Planned One and a Half Millions for Good-Will

Scheme for Advertising That Came to Naught When U. S. Entered the War—Examination of Louis Hammerling Brings Out That Rumely Paid Him \$205,000 for Propaganda Advertising

IN its investigation of the activities of certain persons in promoting German propaganda in the United States the federal authorities have brought into the lime-light Louis N. Hammerling, president of The Association of Foreign Language Newspapers and head of an advertising agency located in the Woolworth Building, New York. In a résumé of the examination of Mr. Hammerling, held on Saturday evening, furnished by Deputy State Attorney General Alfred L. Becker, who is assisting the Government in its inquiries, the federal authorities state that evidence had been obtained showing that Hammerling had approached two advertising agencies in March, 1917, one month before the United States entered the war, with a proposition to take part in an advertising campaign that would be worth \$1,500,000 yearly. Mr. Hammerling, however, denied knowledge of such a movement.

In his testimony as given out Mr. Hammerling said that certain German ship owners decided to start an advertising campaign in March, 1917, to soften the asperities of war. He first met Dr. E. A. Rumely in 1912 in connection with some advertising relating to his business at Laporte, Ind. In 1915 Rumely came to him to see about stopping the manufacture of munitions for the Allies. Hammerling agreed to send out a protest through the foreign language papers providing it went into the English papers also. Dr. Rumely was agreeable if the cost did not exceed \$100,000, which amount would be contributed by "people

interested in this humane undertaking," Hammerling said the cost of the advertisement in newspapers published in thirty languages would be \$205,000, and Dr. Rumely finally agreed to pay this amount. Hammerling received the money a few days later in cash. The advertisements were prepared by D. S. Momand, secretary of the Association of the Foreign Language Newspapers, and by W. H. Rankin, of the Mahin Advertising Company, of Chicago. Only \$48,000 of the \$205,000 went to the English newspapers, the Mahin agency placing the business.

Mr. Hammerling was asked if he had not told Harry J. Prudden, of Van Patten, Inc., an advertising agency, in March of last year that he had an account to give the agency that would pay \$1,500,000 a year. He replied that although he had been in the office many times he couldn't remember speaking about such a contract. Mr. Van Patten, president of the agency, when called to the stand, said that Hammerling had told Mr. Prudden that he had a large and profitable account to give the agency, one that would net \$1,500,000 a year on a five-year contract and 15 per cent basis which was to take in the United States, Canada, Mexico and South America. A week later Hammerling called at the agency again and said that the account would be much larger than he had indicated, but that the increase would have to be divided between two other agencies.

According to Mr. Van Patten, Hammerling told Mr. Prudden a week later that the war would be over in June; that the German submarines would be the finish of it, and that the advertising campaign would start one week after peace was declared. The name of the Hamburg-American and the North German Lloyd lines were to appear in the advertisements, which were to be printed in cities of 100,000 or less. A week or so later the United States declared war and the campaign was dropped so far as his agency was concerned.

MORE THAN

One and One-Half Billions of Dollars

of insurance premiums were written in the United States in 1917 by the "old line" life insurance companies, and by the stock fire and casualty companies. Another equally large amount may be added if the business of the mutuals, fraternal, "reciprocal" and other kinds of insurance be considered, to say nothing of the Government war risk bureau.

Insurance men think in big figures. They buy and sell in a large way. There is an insurance man in every hamlet in the country, as well as in the larger cities. The insurance man is as important a factor in business as is the banker.

TELL THEM ABOUT YOUR PRODUCT

IN

The Weekly Underwriter*Established 1859***EIGHTY MAIDEN LANE
NEW YORK, N. Y.**

YOUNGSTOWN

OHIO

The heart of one of the greatest wealth-producing sections of the nation—Cleveland-Pittsburgh district.

The place where coal, ore, limestone, the materials necessary for the manufacture of iron and steel are assembled and their products distributed with distinct advantages as to cost and facility.

Six railroads—the New York Central, Pennsylvania, Baltimore & Ohio, Erie, Pittsburgh & Lake Erie and Lake Erie & Eastern—and interurban systems, reaching every point of consequence within a large radius.

That part of its payroll made up through its banks was \$66,500,000 for 1917. For the first six months of 1918, \$87,570,165. This does not include many smaller industries.

Population 130,000. Bank deposits, \$60,989,154.

The Vindicator

Daily and Sunday

Is the leading and most progressive paper in North-eastern, Ohio. Net paid circulation for June, 1918, 24,108. For the first six months of 1918 the Vindicator carried 4,891,402 lines of advertising, an increase of 279,592 lines over the same period in 1917.

The promotion Department of the Vindicator furnishes full information, on request, to manufacturers and advertising agencies concerning the marketing of any line of new goods or increasing distribution on old lines.

The Vindicator

YOUNGSTOWN, OHIO.

LaCOSTE & MAXWELL,

Representatives

New York:
Monolith Bldg.

Chicago:
Marquette Bldg.

Portuguese Business Men Like Our Trade Papers

U. S. Consul-General W. L. Lowrie, at Lisbon, Portugal, reports that American trade journals furnished by him to the reading room of the Commercial Association of Lisbon are much appreciated. The report of this body for 1918 says:

"Among the numerous publications found at the disposition of our members in the reading room of this association, the North American magazines predominate.

"This fact is due to the kindness of the consul of the United States of America, who, each month, very courteously forwards to the Lisbon Commercial Association copies of the most interesting publications and journals of economic and industrial character published in his country."

Campaigns In Prospect

Nichols-Finn Advertising Company, Chicago, is preparing a campaign for the Giant trucks, manufactured by the Chicago Pneumatic Tool Company. Copy will run in magazines, newspapers and trade papers.

This agency has recently secured the account of the Grand Rapids Refrigerator Company, maker of the Leonard Cleanable Refrigerator. A campaign for this product will appear in general and women's magazines.

Advertises "No Goods For Civilians"

In a recent trade advertisement Jacques Depollier & Son, watch makers, New York, announced that for the period of the war its waterproof "D-D" Field and Marine watch will not be sold to civilians. Sales will be confined, it says, exclusively to army and navy men.

Baking Powder Company Stops Free Deals

The Calumet Baking Powder Company, Chicago, has discontinued use of the free deal. At the same time it has announced that it will hereafter prepay freight on factory shipments to the jobber's point.

Neebe Now General Manager

Joseph H. Neebe, formerly with the production departments of Lord & Thomas, Chicago, and *Collier's*, has been made general manager of Charles Daniel Frey Company, Chicago. He is promoted from the sales managership of this company, to which position he was appointed more than a year ago.

Torr in Quartermaster Corps

John M. Torr, formerly New York manager of the Boston Financial News and Advertising Agency, is in the Quartermaster Corps, U. S. A. He is stationed at Camp Meigs, Washington,

Portland Advertising Club Breaks Down Price of Fish

The Advertising Club of Portland, Ore., recently went into the fish business for a week in order to demonstrate to the local dealers and the public that fresh halibut and salmon could be sold at a profit at 16 cents a pound instead of the prevailing price of 30 cents a pound. Cheaper varieties were sold at 8 cents upon which there was a profit of 1 cent. The club bought its supplies direct from the fishermen on the Columbia river who operate great fish wheels. The experiment proved so successful that the club turned over the business to the regular fish markets and during the five months that have elapsed since then the local consumption of fish has averaged more than ten times the previous normal average.

Advertising Women Help the Boys

The New York League of Advertising Women gave up its picnic this year and instead is giving a series of entertainments in the Y. M. C. A. huts to the boys at Camp Mills. The League intends to continue this work indefinitely. The expense involved is contributed by members.

The organization has also started a movement to have homes thrown open to relatives of soldiers and sailors who come to say good-bye to their boys.

Skookum Packers Have Advertising Department

The Northwestern Fruit Exchange and Skookum Packers' Association, Seattle, have started an advertising department with Fitzherbert Leather as manager.

The Skookum Packers' Association represents a large body of Pacific Northwest apple interests which market their product under the "Skookum" trademark and through the Northwestern Fruit Exchange. "Skookum" is the well-known, nationally advertised, boxed apple. The Mutual Service Corporation, of New York, handles the account.

De Witt Heads Newspaper Consolidation

The Lynn (Mass.) *Evening News*, recently purchased by E. D. DeWitt, of *The Editor & Publisher*, formerly general manager of the New York *Herald*, and the Lynn *Telegram* have been consolidated under the title of the *Telegram-News*, the first issue appearing July 22. The *Telegram* was established in 1912 by Frederick W. Enwright, who becomes publisher and treasurer under the new arrangement, Mr. DeWitt acting as president.

The Albany (N. Y.) *Evening Journal* has inaugurated a weekly photographic section. The Photographic News Syndicate, of New York, is the foreign advertising representative.

How Modern Merchandising Sometimes Upsets Display Rules

Theoretical "Horrible Examples" Have Had a Large Part in the Heavy Advertising of the Big Hyatt Roller Bearing Co.

By S. C. Lambert

THE newly graduated advertising layout artist or copy specialist probably was shocked at the Hyatt Roller Bearing advertisement in the July magazines.

There isn't any theoretical rule of display, nor of layout, and almost none of copy writing, that is not broken, shattered, scattered, by this "theoretically awful" page.

And thereby hangs a story which ought to interest most advertising men:

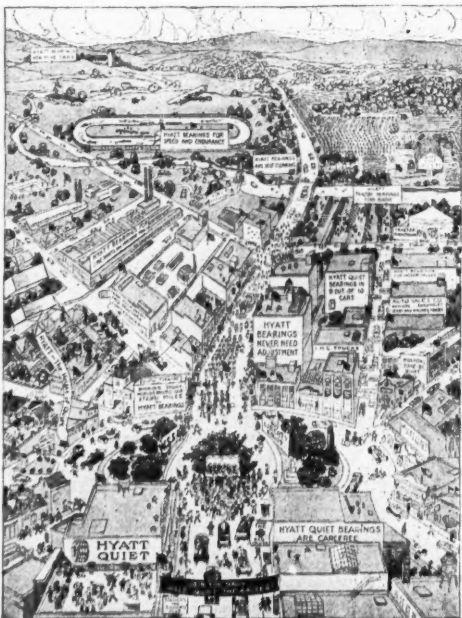
Hyatt, as most everyone knows, is not an amateur in advertising, nor in merchandising, considering the fact that the company has built up a roller bearing business extending into practically every industry using wheels or bearings.

Neither is Hyatt too "hard up" to employ artists able to produce artistically "regular" layouts or copy—rather there has been an unstinted policy of using every artist that could be found, in an effort to produce the kind of advertising which will sell most Hyatt bearings, or build most good will for the Hyatt product.

The July advertisement, which probably is the most costly advertisement that

ever so thoroughly violated *all* the theoretical rules of display, is merely one feature in what looks like a planless advertising campaign, but which really has behind it much more plan than have many of the campaigns using theoretically "fashionable" display copy.

The men in charge of this advertising maintain that while they themselves have much respect for "stylish" display, that is display which conforms to the more logical of the rules of layout, they have found that the layout which will sell road-building materials, for instance, may not sell oily



THERE'S AN INTERESTING VIEWPOINT BEHIND THIS QUEER AD

hard steel rollers inside an axle housing.

Bearings are almost universally hidden away out of sight, and in an automobile, for instance, may never even be seen by the purchaser during the entire life of his car. He is buying something in which his only interest is that it shall stay where it belongs and bother him not.

There is not much visible romance in a set of roller bearings. They can't hope to get near you like a Kodak, or a watch, or even an automobile. At most they are cold steel, always covered with oil, and never on dress parade, in use.

Many kinds of bearings, all, of very necessity, durable enough to satisfy the layman-user, are on the market, and the average buyer of a car or other machine—and practically every machine of every kind made to-day has either roller or ball bearings—gives scarcely a passing thought to what is inside the bearing housing.

These and many other problems have added much to the worries, if they be such, of the advertising men who have been charged with the considerable job of advertising Hyatt bearings.

If you consider the matter for a moment you will see that there was much logic in the bearing maker's contention for many years that there wasn't anything to advertise.

Dependability was suggested by the very fact that the maker of machines using them had put them in, instead of using the ordinary old style bronze bearing. The problem always had been to sell, in competition with other bearing

makers, to the manufacturers of machinery using bearings.

Long before roller or ball bearings had been advertised by their makers, the makers of machines using them had convinced the public, if it needed any argument to that end, that anti-friction bearings were a big advantage. The difference between ball and roller bearings, however, was one of technical merit and a question far too deep for the layman.

"BUMP! BUMP! BUMP!"

—gives the truck wheel with its angular load over the rough streets.

And the same bump that strikes the wheel, hits the bearings *even harder*.

A truck, to be dependable, must have bearings that are capable of withstanding jolts.

Hyatt Roller Bearings are just such bearings. Their rollers, flexible rollers cushion the shocks and jolts. No shock, not even the roughest shock, can crush them.

That is why nine out of every ten motor cars, passenger and commercial, now use Hyatt Quiet Bearings.

Bumps merely *prove* Hyatt durability.

HYATT
ROLLER BEARINGS

INSTILLING THE IDEA OF "HYATT QUIET" BY ANTITHESIS

When bearing men began to advertise anti-friction bearings they were limited mostly to advertising themselves, to convince the machinery-buying public that they knew how to make bearings that would stand up, and that they were responsible enough to do it.

Later the Hyatt people hit on the idea of featuring quietness. Thousands of dollars were spent making "Quiet" mean "Hyatt" bearings. Reliability, which already had been accepted, became a "by-product," though it still is

used in many sledge hammer Hyatt ads.

The advertising man whose main problem is to "just talk" about his product, under a handsome picture and a "punchy" headline, will have difficulty comprehending the terrific amount of effort, and high-priced effort at that, which has been spent in this campaign to emphasize quietness in Hyatt bearings—though all bearings really are substantially quiet.

One of the first successful ads putting over this idea, was one of the most "different" the company has run. It was a full page, as has been most of the advertising, and consisted essentially of a red spot of light in the dark, with less than a dozen words of copy.

The scene was of a boulevard, at night, and showed the rear end of a machine, the main feature of which was the small red signal light. To many advertising men, the biggest surprise in that page was that while the extra color was paid for and could have been used for a big colored illustration, or for type lines in color, the only color used was the small red signal light. Because of this concentration the little red spot was of course the biggest thing on the page and lent much to the big idea of the ad—quietness.

The advertisement in the July magazine was prepared several months ago, and it was *not* prepared especially to please the man who O K's the Hyatt copy. In fact it was turned down in conference at least twice, and did not get through until the third or fourth effort, when it was just in time for the July 4 editions.

This surprising advertisement shows an illogical "town," made-to-order to illustrate the almost universal use of Hyatt bearings in all kinds of machines and industries.

The whole town was plastered with big posters, and almost without exception all these boards carry Hyatt ads.

One of the boards up near the front—that is in the foreground—ties up with a previous national

advertisement featuring an automobile that was shown to have run 272,000 miles on one set of Hyatt bearings; this particular board is plastered against a "theatre" which is billed as "showing" this unusual car.

In the background is a race-track, almost hidden by a billboard displaying "Hyatt Bearings for Speed and Endurance." "Automobile Row" is shown, with signs overhanging the street, showing many of the leading makes of automobiles using Hyatt bearings. Other features suggest other machines, from line shafts to aeroplanes.

There is also a "tractor demonstration," a picnic ground, a farm scene, a dancing pavilion, a Y. M. C. A., a soldiers' and sailors' club, a coal mine and a street parade. "Buy Liberty Bonds," "Join the Red Cross," and "Join the Navy—Help 'Quiet' the Kaiser," were made features. The "title" of this much mixed up display was "A Quiet Fourth Anywhere in America."

The idea was to make the ad so different in composition and selling talk, that even the banker or professional man who claims he doesn't read advertising, would read and be impressed.

While the men who prepared the ad and those who O K'd it admit that it was theoretically, artistically, technically and scientifically impossible, it was "merchandisingly" good business. The comment received on it they say justified it almost within twenty-four hours after it appeared.

A banker, for instance, who frankly claimed not to read advertising, said he stopped at the ad and noticing the Hyatt billboard in the foreground, started in to read the billboards all over the town to see who else was in it and was surprised when he got through to find he had been enough interested to read the ad through—at least as nearly through as anyone could read such a surprising ad.

Comments like this one, of which there seem to have been many, have suggested to the ad-

Before and After Using Sig-No-Graph



The dealer who finds your product moving slowly from his shelves is apt to become discouraged and relegate it to the rear. Send him a Sig-No-Graph and ask him to display your product with it—then watch the re-orders roll in. The novel and pleasing light effects of the Sig-No-Graph always create attention.

Write for our booklet—"Winning Sales With the Sig-No-Graph."

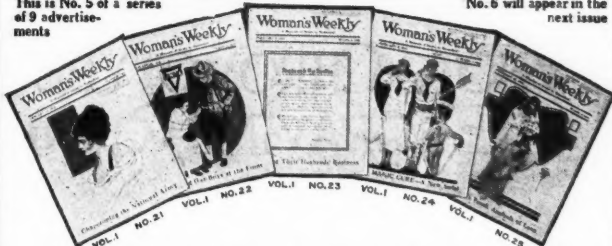
THE SIG-NO-GRAPH

NATHAN HERZOG

433-435 South Dearborn Street, CHICAGO

This is No. 5 of a series
of 9 advertise-
ments

No. 6 will appear in the
next issue



Mrs. Brown, Mrs. Jones and Mrs. Smith

The housewives of the city represent a field of tremendous purchasing power.

With Mr. Brown's business better than ever before, Mr. Jones—a skilled mechanic and Mr. Smith, in a munition plant—they have plenty of money. High wages are increasing the purchasing power of the women—and more than ever before is she depended upon to purchase for her husband.

One hundred thousand such wives can be reached through WOMAN'S WEEKLY—at one half cent per line per thousand. Put your product before them now.

Woman's Weekly

A Magazine of Service to Womanhood

10 cents a copy

\$3.00 a year

Published by

THE MAGAZINE CIRCULATION CO., INC.

333 S. Dearborn St., Chicago

Est. 1900—Inc. 1908

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Offset Papers

That Work

We were the pioneers in producing papers for color printing on the offset press

These papers were perfected with the co-operation of lithographers as the offset process was developed, and they became and remain the standard papers for offset color printing.

CLARKE & COMPANY

225 FIFTH AVENUE
NEW YORK

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PHOTO-CHROMOTYPE ENGRAVING CO.



An organization of Expert Artists and Engravers producing the highest quality of Halftone, Line and Color Engravings. Special Department for Brass and Steel Dies.

920 RACE STREET - PHILADELPHIA, PA.

vertising men who prepared and "stood for" the ad, that it has "reached" a class of men who could not have been reached by ordinary advertising. And that was exactly what it was designed to do.

Automobile manufacturers can be reached by the ad which shows a big illustration of a bearing supported by a headline saying all the other auto makers are equipping with Hyatt bearings.

The prospective truck owner can be reached by an ad like the great "Bump! Bump! Bump!" ad used by the company some time ago to drive home the resistance of these roller bearings to the terrific strain of truck use. This particular ad gave a whole page to a big illustration of a truck wheel, in colors, with heavy non-skid chains, on a snowy brick pavement.

The problem of the merchandising man often is much greater than the problem of the copy man or the layout artist, for the merchandising man must do more than merely write a wonderful language, or make pictures that are technically right, for he must sell goods. If the "perfect art and literature" do not sell the goods he has to sell, it is his job to find ideas that will, and it is *ideas*, not copy and art, which sell goods.

Ideas, as applied to advertising, of very necessity must dominate the copy and layout used in their expression. An idea of quietness, as an example, cannot be expressed by showing a howitzer barrage, and when the theoretically ideal layout fails to express the *idea*, then the worse for the theoretically ideal layout.

Humor enters into advertising as an instrument of great power. If properly used it is perhaps the hardest thing in advertising to use safely. There has been an element of humor in some of the Hyatt advertising, particularly in this newest ad. It is so obviously impossible, from the viewpoint of the rightness of things, that most anyone will see that it has been prepared with a purpose and

the comments received suggest that it has accomplished its purpose.

Humor does not necessarily mean to crack jokes at your own or another's expense, nor to make the reader's sides shake with laughter. More often it consists only in an incongruous arrangement of things to express an idea.

The experience of the Hyatt advertising organization suggests that optical rules, and eye-line technic, while well worth considering and even striving for in advertising, are in reality only vehicles for expressing ideas, and that the idea is the very beginning and end of an advertisement. If the idea is not expressed by the form of layout or copy used, then the ad itself has been killed by its "clothes," or has at least been subordinated to its makeup.

Judge Bingham May Purchase "Courier-Journal"

A dispatch from Louisville, Ky., states that Judge Robert Worth Bingham, who last week received \$5,000,000 bequeathed him by Mrs. Bingham, will acquire control of the *Courier-Journal* and *Times* of that city by purchasing a majority of the stock of the corporation owning those newspapers. He has an option on 425, out of 600 shares, owned by Gen. W. B. Haldeman, Miss Isabel Haldeman and Henry Watterson. The remaining 175 shares are held by Bruce Haldeman and are not included in the deal. Under the terms of the option Judge Bingham can purchase control of the newspaper properties alone or he may purchase the control of all the holdings of the corporation which include the Haldeman warehouse and the *Courier-Journal* office buildings. It is understood that R. E. Hughes will continue as general manager of the two papers and Arthur B. Krock as general editorial manager.

Pelletier To Sail On Government Mission

E. LeRoy Pelletier, of Detroit, leaves in August for France. He goes in the service of the United States Government to preach optimism among our troops. He will explain the progress being made in this country in all lines of war endeavor.

The Birmingham-Seaman-Patrick Company, paper manufacturers, has changed its name to Seaman-Patrick Paper Company. No change in personnel has taken place, it is announced.

Uncle Sam's Money Pays for Marine Corps Advertising

New Campaign Calls for an Investment of \$75,000—Most of the Appropriation Goes to Newspapers

A NOTABLE advertising campaign—notable because the Government will pay its own money to carry it on and not depend upon the generosity of business men for its entire cost—was launched early in July by the United States Marine Corps in the thirty cities where marine recruiting district headquarters are located.

In order to escape any charge of favoritism that might be made every newspaper in each of the thirty cities is used. The advertisements, which are appearing two or three times a week for a period of six weeks, vary in size from seven inches across three columns to ten and three-quarters inches across two columns. The estimated cost of the campaign is \$75,000.

Captain Thomas G. Sterrett, head of the Publicity Bureau of the U. S. Marine Corps, New York, under whose direction the advertisements were prepared by Donovan & Armstrong of Philadelphia, in speaking to PRINTERS' INK about some of the phases of the campaign said:

"The object of the present drive is twofold; first, to secure recruits, and second, to promote good will. We now have in the service 56,000 marines. The full complement is 75,000, and we hope to reach this number before the end of the year. The public does not have a clear understanding of the duties of the marines, and so we are trying to tell them just

what the boys are doing. A lot of people think that marines are what you might say 'ship soldiers,' and that about all they do is to act as guards on board ship. The fact is the United States Marine Corps is a three-in-one service—land, sky and sea. The marines are soldiers true enough, and are drilled as infantry, naval gunners, field artillery, machine-



Once more the way is open to en-
Marines. An increase is authorized. If
be trained for service on land and sea
fighting thoroughbreds, cast in the same mold with the soldiers of Caesar's
famous Legion who with their hands whipped ten times their weight in Huns!

REGISTERED MEN Ask your Local Board to let you volunteer in the U. S. Marines.
Apply at the U. S. MARINE CORPS RECRUITING STATION
24 Public Square, White House, 21 26 West King Street, Lancaster, 1408 Arch Street, Philadelphia, Federal Building, Camden, Federal Building, Trenton.

U.S. MARINES

SIX THOUSAND A MONTH ARE ANSWERING THIS CALL

gun companies, and signal men. And in addition they fly war planes, too. They go where there is action and they have a record for loyalty, brains and backbone that is a credit to themselves and the nation.

"In addition to the newspapers we are using two of the popular weekly magazines of general circulation.

"We are also making extensive use of one-sheet posters. Perhaps

you have seen the two we have already put out—one headed 'Teufel Hunden,' representing a marine bulldog chasing a Hun dachshund; and the other, 'Tell that to the Marines,' showing an athletic-looking young man pulling off his coat and getting ready to fight, the cause of his act being a newspaper lying at his feet carrying in heavy black-faced type the head-

TELL THAT TO THE MARINES!



FORMER TAUNT CHANGED TO A CHALLENGE

line 'Huns Kill Women and Children.' Although there was a mistake in the spelling of the Devil Hound headline, it attracted a vast amount of attention. The illustration was humorous—designedly so—but it did its work so well that we have received hundreds of letters commending it.

"The second poster, drawn by J. Montgomery Flagg, illustrates the attitude of our American red-blooded youth toward the Huns. It strikes a responsive chord in everybody's breast. When this poster began to appear in New York—50,000 will be posted in the New York district alone—the New York-Van Beuren Bill Posting Company came to us and said: 'That Flagg poster enlarged would make a fine 24 sheet poster display. If you will give us the

paper we will furnish 500 stands free of charge as an evidence of our desire to help the cause.'

"Another feature of our campaign is the observance of Marine Corps Week in a number of the Middle West cities. Lillian Russell, one of the two special aides appointed by Major-General George Barnett, commander-in-chief of the Marine Corps, and her husband, A. P. Moore, publisher of the Pittsburgh *Leader*, directed the drive for recruits in Pittsburgh last week."

The Marine Corps Publicity Bureau commands the service of a number of artists and copy writers who are turning out some clever special advertisements for both newspapers and magazines. A new scheme has been tried out in this connection. The advertisements of a big national advertiser are carefully studied to get the style and selling points employed. From this data the Bureau experts prepare a large display advertisement, appropriately illustrated and having real selling value, but also having, in addition, a strong Marine Corps flavor. The advertisement is then "sold" to the advertiser, who in most cases is glad to run it in his regular campaign, not only to help the Corps, but to promote his own business. Among the national advertisers who have run advertisements of this kind are Colgate & Company, Three-in-One Oil, Ever Ready Safety Razor, American Tobacco Company, and the Columbia Graphophone Company.

A number of magazines have accepted from the Bureau cover designs for forthcoming issues prepared by artists in its employ.

That the campaign is proving successful is attested by the fact that men are being enrolled at the rate of 6,000 a month. Because of the rapid increase in naval vessels it is thought that when the full complement of 75,000 men is secured the number may be increased to 100,000.

The advertising account of the Hampton Shops, New York, is being handled by Frank Presbrey Company, New York.

How the War Is Testing the Vitality of the Automobile Industry

It Is Likely That Future Considerations of Good Will Will Keep Advertising at a Higher Point Than the Current Sales Would Justify

By C. C. Casey

A LITTLE watching of the automobile industry at this time may again put this elephant industry into the lesson-teaching class.

Most of the automobile makers have no need for orders now; in fact the bulk of them have far too many, and the problem is not getting orders, but holding organizations, dealers, service forces, etc., until production can again provide something to sell.

Advertising, in the face of this condition, which has come upon the industry with comparative suddenness, has not been entirely cut out. Practically every maker is still advertising to some extent, and a few of them a considerable proportion of normal; though no company seems now to be using full normal space.

The question of whether advertising is to be continued next year is coming up with most of them now, as their fiscal years approach the close, and it is an advertising and merchandising problem which will be well worth the while of advertising men to watch solved.

The end of the war is bound to see some revolutionary changes in the automobile industry.

Reports say that an Overland model has been perfected that will approach the Ford in price, and shrewd merchandising men predict radical changes in the Ford. Edsel Ford, some time ago, in discussing possible changes in the Ford model, said that there probably would never be another change unless something should shut down the plant and allow dealers to clean up all stock of the present model.

He explained that the change in model was a gigantic manufacturing problem, but an even greater merchandising problem,

for in order for the hundreds of Ford dealers to have a stock of Ford cars, it is necessary to have many thousands ahead of sales in the sales rooms, factory branches, etc., and a switching over necessitates the holding of the new car until the old has been cleaned out.

A dealer caught with a hundred old-style machines would find it practically impossible to sell them in the face of a new model. When the flat mudguard was abandoned, the Ford plant was surrounded by an immense field of 40,000 machines before they could be released.

FORD POSSIBILITIES

The closing of the factory, so far as cars are concerned, certainly will allow all dealers to clean out all of the present model, and this also will give the factory the maximum of opportunity to make changes in dies, etc., for a new model.

These merchandising men of other factories—Ford executives are not talking much—say that almost any change could be made in the Ford without adding much to the cost, and that a car which embodied the best in design now known, within reasonable limits as to size and kind of material, could be made in large quantities at practically the same price as the present Ford car.

The problem has not been one of what could be done mechanically at the price, but a problem of finding a time when the change could be made in a practical way from a storage and sales point of view.

The war has hit the automobile industry a jolt that in ordinary times would have knocked it completely off the earth, because with-



Grand Avenue—Milwaukee—

a teeming canyon of business flanked with stores, over the counters of which millions of dollars of advertised goods are sold each year to Milwaukee's prosperous population of more than 450,000.

The Journal

The Journal's supremacy as an advertising medium is shown by its phenomenal lineage increase in the past few years, gaining over one million lines in 1917, when all the other Milwaukee newspapers showed losses.

The Journal's circulation is constantly growing, now exceeding 120,000 and equaling that of the other four afternoon newspapers combined.

The Journal is read daily in more than 90% of Milwaukee's English-speaking homes.

SUPREME IN MILWAUKEE DOMINANT IN WISCONSIN
THE MILWAUKEE JOURNAL

H. J. GRANT
 Business and
 Advertising Manager

Foreign Representatives
 O'MARA & ORMSBEE, Inc.
 New York and Chicago

Seattle Times Progress Continues Unabated



SEND the following NIGHT LETTERGRAM, subject to the terms on back hereof, which are hereby agreed to.

3-118

D73SP RU 89 NL

HX SEATTLE WN JULY 22

J T BECKWITH WORLD BLDG NY

TIMES AT SEVEN CENTS SUNDAY AND THREE CENTS
DAILY IS UNQUALIFIED SUCCESS. WE HAVE BEEN
ABOVE SIXTY NINE THOUSAND NET PAID EVERY
NIGHT FOR THE PAST WEEK AND YESTERDAY SUNDAY JULY
TWENTY FIRST OUR NET PAID WAS EIGHTY NINE
THOUSAND AND SIXTY THREE COPIES. OUR ADVERTISING
IS SHOWING A STEADY PERCENTAGE OF INCREASE OVER
LAST YEAR AND YESTERDAY WE CARRIED SIXTY FOUR
HUNDRED SEVENTY FIVE INCHES AGAINST POST INTELLI-
GENCER'S TWENTY THREE NINETY SIX INCHES OR
WITHIN TWO HUNDRED INCHES OF THREE TIMES THEIR
QUANTITY.

JOSEPH BLETHEN.

Times Printing Company of Seattle Times Building, Times Square

JOSEPH BLETHEN
PRESIDENT

C. B. BLETHEN
EDITOR-IN-CHIEF

NATIONAL REPRESENTATIVES EASTERN AND CENTRAL

New York, World Building
Chicago, Tribune Building

St. Louis, Post-Dispatch Building
Detroit, Ford Building

The S. C. Beckwith Special Agency

PACIFIC COAST

San Francisco, 742 Market Street

R. J. Bidwell Company

out war orders to keep the factories busy, no manufacturer could see it through. After the war is over the industry will have to start almost with a clean slate.

Auto makers have been bumped in several different directions all at the same time. The Fuel Administration, for instance, has ordered a cut of 75 per cent in the coal allowance to auto makers.

Steel has been denied them, until few of them have enough steel to make complete cars at even 25 per cent of normal.

Parts makers, also, have been denied steel, and this, perhaps, has been the hardest blow of all, for even the manufacturer who has steel to make cars may not be able to get some essential part.

The Eastern distributor for one of the well-known cars in one of the higher-priced classes, unable to get cars because the factory could not get certain materials needed to complete them, took a quarter of a million dollars' worth of cars without upholstery, without tops and without lamp brackets.

Another dealer took a shipment of machines without wheels, another without bodies, and it is not now uncommon for dealers to take cars in any way they can get them, even to the stripped chassis only, and take a chance on having the needed parts or bodies or tops made locally, or picking them up through some garage or repair shop, or even from the junk man. Not that the higher class machines are being slighted, however, for there really is no important difference between a new lamp bracket, as an example, and one from a used machine, provided it is in good condition and of the same design.

A parts maker, a report says, recently ordered 2,600 tons of pig iron for castings, and was given 600 tons only on condition that he telegraph cancellations on his automobile orders, which then were only 10 per cent of his total output.

The Ford company, according to a statement given out a couple of weeks ago by the publicity de-

partment, had produced 651,191 machines to June 24, and was at that time 110,000 machines behind on orders. In June, production was down from the maximum of nearly 4,000 a day to about 1,600 a day, and a later statement indicates that the production for next year is not to exceed 300, which likely will be mostly ambulances for the Government.

Ford dealers, therefore, are practically without prospect of anything to sell, and present indications are that the big Ford dealer organization will in a large measure have to be rebuilt after the war.

A complete census of the car makers would show that some of the larger makers have actually taken on a greater volume of business through war contracts than the normal. These, however, are the few more important concerns having immense productive capacity, and abundant resources. In the case of the smaller concerns the war business represents a loss, rather than an absolute offset. Some of the minor assembling concerns, in fact, are still dependent on their limited output of cars to take care of overheads. The parts makers are differently situated, most of them having plants already equipped for light manufacturing. Consequently their capacity has been readily convertible to war work. It is possible that gross figures might show the total activity of the industry as a whole to equal that formerly employed on commercial work; even that, however, is somewhat doubtful.

It is impossible, though, to estimate the value of a sales organization, much less a dealer organization, both of which most of the companies seem destined to lose.

Sales organizations, already, for the most part, are pretty well thinned out. One manufacturer with 150 road men, now has no salesmen at all, and dealers are concentrating on used cars, repair work, accessory sales, etc., in an effort to hold their locations and a semblance of their old organiza-

tions until conditions allow the automobile to come back.

And there is where the average advertising man's interest is going to centre—on their coming back.

The opinion among advertising men in Detroit, in and out of the automobile industry, seems to be unanimous that the automobile will come back, and most of them predict that it will come back with a bounce.

One man who has been in very close touch with the industry, both on the manufacturing and dealer end, predicts that the cleaning up will have been a big thing for the industry. He says that the used car problem has become a very great problem, and that the stoppage of new car production is bound to bring used cars to the front in a bigger way. Many used cars already are selling at prices above the 1917 list for the same car new, and these prices are likely to go higher.

In the higher classes of machines, that is, machines of the higher-priced makes, as high as 90 per cent of new car sales, involved used-car trade-ins. The effect will be that owners of the used cars who have been trading them in on new cars, will be obliged to continue to use their old cars.

Old cars thus will have longer use in the hands of the original owners, thus reducing the number of used cars on the market.

GREATER USE OF OLD CARS

The more extensive use of old cars, and cars gradually growing older, greatly increases the amount of repairs needed, and this will be a big factor in enabling dealers to hold their own, through increasing profit in their repair departments.

Service also, already has very greatly decreased, because the slowing up of new cars has allowed the service periods to run out much faster than new service contracts were written. This means that a greatly increased proportion of repair work is charged for, allowing the repair departments to show increasing

profits. There also has been a tightening up in free service rules.

Automobile dealers also are taking on trucks, farm implements and other automotive products, but there are not enough of these other lines to go around. Trucks are being concentrated pretty much to war work in order to get material, and dealers are not much needed on war orders.

The situation of the truck maker as to materials is quite different from that of the passenger car maker. There has been no question of non-essentiality in regard to trucks. In fact the aspects of motor truck utility in relieving terminal freight congestion, transporting commodities held up by short-haul embargoes, and in hauling food from farm to market, has placed it distinctly on a pedestal by itself. Truck makers will be permitted to use labor, coal and materials in preference to passenger car makers, beyond a doubt. Furthermore, the Highways Transport Committee of the Council of National Defense, is doing its utmost to encourage the development of rural motor express lines, in the interest of increased food production. State Councils of Defense are enlisted in this work, which has the active endorsement of the Food Administration. While still small in volume, the truck sales business gives promise of a certain degree of permanence during the war. Its expansion to meet the undoubted needs of the market, however, awaits some sort of adjustment of materials requirements—doubtless it must await the further stabilization of war industry.

THE STRUGGLES OF DEALERS TO STAY IN BUSINESS

This effort of dealers to take on other lines was outlined in an article in *PRINTERS' INK* not long ago, but things are moving fast in the automobile industry and facts of a month ago are often forgotten now in new conditions. Dealers are doing everything they can to stay in business, for no one knows how long it will be before

cars will be coming through again. The number of cars available, however, is becoming less every day and will continue to become less and less as long as the war lasts. If the war lasts till next spring production may be under 25 per cent, possibly even less, for the Government needs alone are now said to be 120 per cent of the entire new steel production.

With the exception of dealers and the sales organizations—and parts of the advertising organizations—the industry as a whole remains intact. Even the parts makers are switching to war work, each making the kind of war equipment his machinery is best suited to, and all are more than busy. Because of this, the industry is hit only on its distribution end, production being simply postponed.

No one can really estimate how much the industry is to be switched away from automobile production, nor how long it will take the industry to get back to automobiles once war work slows up. One engineer explained that this would be a comparatively small matter, the change being mostly one of dies—automobile parts dies having been laid aside for war work dies.

LINE MANUFACTURERS HAVE TAKEN ON

Manufacturers naturally have sought war work involving a minimum of change, and many have been fortunate as indicated. Some, however, have been compelled to take up entirely new lines, requiring special equipment. The manufacture of airplane wings, propellers and other parts, for example, is an entirely new industry in which some of the automobile concerns have engaged, and there are others.

Advertising men in the automobile field have been urging the manufacturers to continue the advertising, for they maintain that the maker who does not continue to advertise is apt to be outstripped by the one who does.

That is, the maker who con-

tinues to advertise will be able to come back much more easily than one who doesn't, while if all the leading makers could get together and agree not to advertise, or to greatly reduce their advertising, a comparatively unknown maker could come up front with an insignificant appropriation—accomplish perhaps in this period for a hundred thousand dollars what he could not ordinarily accomplish for a million.

The advertising also is designed in a large measure to hold the dealers, for when the makers are ready to rebuild their dealer organizations, there will be competition for the worth-while ones, and most successful dealers are likely to have a leaning toward the makers who have advertised most consistently during the slack time.

COMPETITION IS KEEN, CLASS BY CLASS

While machines of the Ford class are not considered competition for machines of the Packard class, and vice versa, there is very keen competition in the field, each car with the cars in its own class. There are several cars in each class and there are several classes.

If the Hudson, as one leader in its class, continues to advertise, as its executives are now contemplating, the other cars in the Hudson class are pretty certain to follow suit.

Automobile makers in England are said to have reduced their advertising to about 25 per cent of normal and are maintaining it at that for the purpose of retaining good will. In foreign publications there has been an actual increase, with a view of developing after-war exports.

Each maker in this country is considering the same policy, though none of them seems sure yet what he will do next year.

With very few exceptions the advertising which is being run now is the same as that which has been running earlier in the year and last year.

The Paige is one example of a different policy. In a July ad

in the national magazines, the machine is featured as "A National Utility." This advertisement talks not so much about the Paige as about automobiles in general, though at the end of the ad this selling talk is brought back to the Paige.

"Just a few years ago," the ad says, "the motor car was an exclusive plaything of the very rich. To-day it has become a vitally important factor in our National Transportation System—an economic utility that exerts a quickening influence in every phase of human activity. The motor car is no parasite. Its wide popularity is based upon eminently *practical* considerations. . . ."

The Overland is continuing to use some double pages in colors, but no definite statement has been made yet as to how nearly normal the expenditure is to be for next year. The fiscal year with most of the companies ends in the late fall, though a few end in August.

And now, what about the factor of parts sales? The large volume of overhauling necessarily involves the turnover of a large investment in replacements. Considerable volumes of these are held in storage, to be sure, as it has always been the accepted policy among the more thoroughgoing manufacturers to insist that their dealers carry parts enough to supply all normal needs of their trade without recourse to the factory. The general disorganization of the past year, however, has probably depleted these stocks somewhat. Similarly the manufacturers themselves have in some instances allowed their parts inventories to fall off. One of the things the War Industries Board is not yet clear on is whether to permit parts manufacture for replacement to continue. To whatever extent they are able to do so, manufacturers whose dealer organizations are holding out and who are able to keep them supplied with parts will be able to do a certain amount of business in this way that in itself will be worth advertising on its own account.

New Direct Mail Organization

Creators of direct mail advertising in New York City have formed an organization known as The Circular Letter Producers Association of New York. There are more than thirty members.

The officers of the association are: President, J. H. Donnelly, Multigraph-Peerless Letter Company; vice-president, James Gray, Gotham Multigraphing Company; secretary-treasurer, Charles G. McCoy, of the Association of Employing Printers. Executive committee: Roland E. Loop, Loop Letter Company, chairman; H. D. Henschel, S. S. Corporation; Rawlings Webster, Webster Letter Addressing & Mailing Company; L. C. Lyon, Fifth Avenue Letter Shop, and B. Brown, of the B. Brown Company.

The new association has been admitted to affiliation with the Association of Employing Printers, and regular meetings are held in the rooms of the Association in the Flatiron Building.

Promotions on Providence Journal

E. S. Horton, assistant advertising manager of the Providence *Journal*, has been made advertising manager. He succeeds W. G. Roelker, who has resigned to take up Red Cross work.

Arthur L. Poorman, formerly national advertising manager of the *Illinois State Register*, of Springfield, Ill., has been made assistant advertising manager of the *Journal*.

Dempers with G. Logan Payne Company

P. H. Dempers, of Chicago, has joined the staff of the G. Logan Payne Company, with offices in New York, Boston, Detroit and Chicago. He was formerly a special farm paper representative in New York City, and later advertising manager of *Farmer and Breeder*. He will be in charge of the G. Logan Payne Company's agricultural department.

Harrison to Advertise Tractors

J. Robin Harrison is advertising manager of the Parrett Tractor Company, Chicago. Mr. Harrison was at one time with Lord & Thomas, and he also had been head of the service department of the Chicago *Herald*. Prior to that he was advertising manager of the Chalmers Motor Company.

Electric Company's New Advertising Director

Joseph L. Hardig has been appointed director of advertising for the Remy Electric Company, Detroit. For several years he had been with the Curtis Advertising Company of that city.

F. C. Jordan, formerly of Lord & Thomas, Chicago, has joined the staff of the Western Advertising Agency, Racine, Wis.

If You Can't Make Usual Deliveries, Tell the Public Why

Filing Equipment Advertiser Keeps On by Publishing His "War Platform" for Apportioning His Output—His Priorities List Aims to Make Mr. Private Customer Patient

THE Shaw-Walker Company, maker of filing equipment, has recently boosted its appropriation for next season a third, and is running several weeks beyond the time it usually stops for the summer.

The company is telling its customers in effect that "we can't give you all you need, or even anyway near what you may need, perhaps. But there's a reason, and we know that you'll bear with us when you hear. You may have suspected it anyway—but we feel that you're entitled to a straight statement from us in explanation."

The need for this sort of advertising was suggested in the leading article in last week's issue of PRINTERS' INK on "Rationing."

The difficulty the company faces is a tremendously enhanced demand for business equipment of all kinds that has occurred during the past fifteen months or so. Not only is this due to the expansion in the Governmental departments, but also in manufacturing plants that have taken on a brand new series in accounting and correspondence due to Government work.

The Government naturally has priority, and the war manufacturers come next, and Mr. Private Customer is quite properly relegated temporarily to the trailer class. He is not inclined to kick, but he's human. He ought to know the whys and wherefores.

Therefore, after considering for a time discontinuing all advertising, L. C. Walker, president of the company, decided that it would be better business not to drop what he had started, but rather to use his copy as an ex-

planatory medium to let his customers and prospects know the situation exactly as he faced it. There is certainly nothing discreditable about it, and no reason why they ought not to know the facts.

So in the same size space as the company has been using in newspapers in twenty cities where it has agencies, copy of the same physical layout and pictorial treatment as usual is running, and will run next fall, setting forth the company's war policy as follows:

"The Government is using more and more Shaw-Walker Filing Cabinets each day. Big manufacturers working on Government contracts are also calling for many files.

"Therefore, until the end of the war, it will be the fixed policy of the Shaw-Walker Company to apportion its output in the following order:

"First:—To our Government.

"Second:—To manufacturers of munitions, aeroplanes, guns, food products, and all concerns which are assigning their output to the Government.

"Third:—To the regular commercial trade.

"Many of our oldest friends must wait, their orders for Built-Like-a-Skyscraper Files shall be filled whenever possible, but the war industries must come first. However, we know that our friends will understand and will approve the Shaw-Walker war policy."

By this kind of text the company takes the public into partnership to help make the best of things as they are. By keeping the same physical appearance to its copy, it maintains and augments the effect of all its past advertising effort.

Ties Up Advertising and Sales Promotion

THE advertising of Hood tires this season features again the figure of a chauffeur with one hand upraised and the other bearing a warning signal—usually in connection with the words "Keep to

Concentrate Your Fire!

"If the advertising appeal is scattered it means scattered results. If it is directed to scratch beneath the surface of a market, the result is something more tangible and satisfying than surface results."

PANCOAST in *Editor & Publisher.*

Concentrate in Manufacturing NEW ENGLAND

It has the six great stones of the pyramid of wealth.

1. Population
2. Number of Manufacturing Establishments
3. Capital Invested in Factories
4. Value of Finished Product
5. Number of Employes
6. Amount of Annual Wages

Never were New England Industries more prosperous. These 15 fine dailies will prove the value of this section to advertisers.

LYNN, MASS., ITEM

Daily Circulation 13,227
Population 89,336, with suburbs 100,000

LOWELL, MASS. COURIER-CITIZEN

Daily Circulation 18,145 net
Population 114,366, with suburbs 150,000

SALEM, MASS., NEWS

Daily Circulation 18,949 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 36,623
Population 100,000, with suburbs 250,000

TAUNTON, MASS.

DAILY GAZETTE
Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,852 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT.

POST and TELEGRAM
Daily Circulation 37,604 net A. B. C.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER

Daily Circulation 20,461
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)

Daily Circulation over 10,700—2c copy
Population 30,000, with suburbs 60,000

MERIDEN, CT., JOURNAL

Daily Circulation 5,120
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN

Daily Circulation 11,083 net paid
Population 73,144, with suburbs 100,000

PORTLAND, ME., EXPRESS

Daily Circulation 23,971
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

A. B. C. Daily Circulation 10,304 net
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER

Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Daily Circulation 5,587
Population 39,656, with suburbs 150,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

the Right." This figure is the basis not only of magazine advertising but also of the poster display. The boards have been effective, the company asserts, not only because of the striking design but because of the locations chosen for them. Each was a "head-on" location, it is asserted, and no sign was put up unless a warning sign was needed by the motorist touring the road.

To make the outdoor display and the magazine advertising of more direct benefit to dealers, a metal counter display of the chauffeur in miniature is furnished dealers. There is a section of tire for motorists to take in their hands, examine and "count the plies." The booklet attached to this counter display—called the "Silent Salesman," contains sectional views of the various sizes of Hood tires with the reiterated invitation to compare with other tires.

The magazine advertising also points motorists to the outdoor sign of Hood dealers and arouses curiosity by certain comparative statements which require a dealer to answer. In copy that is soon to appear this statement is as follows:

"Take in your hand the 4-inch section construction of a Hood Arrow Tread Tire. Count the plies of finest fabric. Remember that fabric, the strength and substance of it, is the backbone of the tire.

"Compare the Hood 4-inch section construction with any 4-inch or even 4½-inch section of a 'standard' tire. You will discover 4½-inch strength in a Hood 4-inch tire.

"The price is slightly higher, but the cost per mile much less.

"If you do not find a Hood Dealer near you, look him up on the page in the 1918 Blue Book opposite the contents page. That will direct you to where you may be shown the 'why' of that extra 'ply.' Your judgment will do the rest."

A booklet of "Talking Points for Dealers" is placed in the hands of the latter that they may be able to answer any of the questions that may be induced by this advertising. It goes without saying that any dealer who makes a study of this booklet will be better able to sell tires on their merits than he would be without it.

THE SUMMER SEASON is on in| **PORTLAND** MAINE

Just how many visitors come to Portland in the summer is a guess but it is estimated that there are about 50,000.

What we do know is that there is not a dull moment in summer in the retail stores. Business with them is on the hop, skip and jump. Every line of retail stores feels the influence of the summer visitors, who spend money freely. Of course, the daily paper they read is usually the best paper, and that is, we modestly admit, the

EVENING EXPRESS

This is the afternoon daily and has a circulation greater than all other Portland papers. It goes into fully nine out of ten houses in Portland and suburbs. Your copy is invited to test its great selling power.

*The Julius Mathews Special Agency
Boston—New York—Chicago*

BRIDGEPORT CONNECTICUT

A Star City
of the East

The Post and Telegram

*Connecticut's Largest
Circulation*

The Star Medium
of Bridgeport

Every advertiser should see to it that this city and this advertising medium are on his list.

*The Julius Mathews Special Agency
Boston—New York—Chicago*

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor
LYNN G. WRIGHT, Managing Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

Henry A. Beers, Jr. Bruce Bliven
Frank L. Blanchard John Allen Murphy
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, AUGUST 1, 1918

Why Service Is Necessary

Since the country has been at war, "service" has been made the subject of more Governmental inquisitions than probably any other factor in business. It is "on the carpet" down there at Washington almost all the time. Various departments and different war bodies are taking turns in trying it for its life.

It has been discovered that service has stretched its tentacles in all directions into the business fabric. Where it has not added enormously to the cost of doing business it has taken a mighty toll from profits. Not only does it cost money, but it requires the labor of thousands of people.

What our official investigators are trying to find out is to what

extent service is needed. Is it necessary or is it a pure luxury that can be very well dispensed with? Are the people being charged too much for service and are they charged whether or not they want it? Is service being made the scapegoat for greed and other evils?

As an illustration of what a live issue this is there may be instanced the situation in the farm equipment industry, which has lately been placed under license. In applying this system the Government, while not specifying prices, does try to make sure that no buyer will be obliged to pay exorbitant prices. It seems that distributors in this field have been asked to justify their high cost of doing business. In extenuation of it they have pointed out that the largest single item in it is the cost of service. This feature, the dealers claim, is an essential part of their business. They have to give expert assistance in setting up and in demonstrating machines. When an implement balks and the farmer cannot fix it the dealer has to go to his aid, regardless of the condition of the roads or the distance to be traveled. All this refined service which the implement man throws in with a sale is his strongest weapon against mail-order competition.

The officials of the nation are ready to concede that this service is necessary, but some of them are inclined to believe that many dealers unintentionally charge twice for it—first as overhead and then later as selling expense. The premise is that in any event the buyer is paying too much for the service. The further objection is raised that the purchaser pays for the service, even though he may have no occasion to use it.

We doubt very much if many retailers are charging double for their service. Competition would prevent that. Most dealers are such careless accountants that the danger is not that they'll charge twice, but that they won't charge at all. Nevertheless, the incident offers a nice study in the economics of service. The more service is critically examined the more it

will be found that in most cases it is a necessary concomitant of the merchandise. A machine that won't work is of no benefit to the buyer. The seller must fix it or the buyer will not be getting a fair deal.

The question, therefore, is not whether service can be eliminated. In some instances it can, but in many instances it cannot. Rather the question is, can the seller afford to give unlimited service without unduly increasing his cost of doing business? Many of the people at Washington are getting around to the view that the answer to the question is for the distributor to sell his goods minus service charges and then to provide complete and unrestricted service for those who are willing to pay for it. In that way a man would pay for exactly what he gets. Of course, a buyer might object that he is not responsible if his machine won't work, but, anyway, the solution of the whole problem seems to lie in some compromise between giving service gratis and in charging for it.

Advertising Can Help Trade Acceptance

If there lives a business man who hasn't learned something about the trade acceptance during the last year, his five senses must be closed from all communication with the outside world.

Few subjects have been so extensively discussed. Hundreds of addresses have been delivered in behalf of it. Literally miles of articles have been written in favor of it. The advantages that would accrue from its general adoption have been copiously stated. On the other hand, it has been criticized just as freely and just as forcibly as it has been lauded.

Despite all this publicity that has been given to it, it would appear that the trade acceptance has been very badly advertised. That is all that is wrong with the trade acceptance movement. It is a strong, healthy, promising youngster, but it needs advertising to

help it make its way in the business world.

It is quite generally agreed that the adoption of the acceptance system would be a benefit to the seller. It is easy to see how it would strengthen our banking and currency system and improve the entire credit structure of the nation. From the standpoint of the buyer, there are advantages also, but they are mixed with some objections.

The average retailer hates to have the open book account system abandoned. He likes to think of terms as being elastic. He feels safer when he knows that he can get an extension on his account, should circumstances make it necessary. He dislikes to sign an instrument, committing him to a definite date of payment. It is all very well to tell him that the acceptance would make him a more cautious buyer and a keener business man. He might admit this, but he feels nevertheless that occasions are bound to arise when it would be mighty convenient for him to have the terms of his invoices extended.

Of course, these objections of the buyer are not insurmountable. The fact that the trade acceptance is slowly coming into use proves this. However, we believe the movement would expand more rapidly if it were explained to the buyer from a different angle. Somehow or other he has been given the impression that asking him to sign an acceptance is a reflection on his credit. It irritates him to be told that the instrument is for his benefit when he feels that it is a scheme to tie him up so he has to pay promptly.

A better way to get the acceptance "accepted" would be to tell the buyer that its real purpose is to help the nation's business. Put it up to him on a basis of patriotism. Tell him, as such houses as Alexander Brothers, of Philadelphia, are doing, that "the primary purpose of the trade acceptance plan is to utilize the country's merchandise as a basis of credit." Explain to him that since he always pays his bills promptly any way, signing the acceptance would

impose no new obligation on him and that his co-operation would be of great help to the seller and to the country. In other words, appeal to his magnanimity rather than to his selfishness.

Steadily advertised in this way to the merchants of the country, it is likely the trade acceptance would make rapid progress. We believe that manufacturers and other sellers could very well afford to devote a part of their trade paper copy to furthering this propaganda. We all know how vastly more effective paid advertisements are than publicity. The trade acceptance needs advertising and not publicity.

The Need for Explanatory Advertising

One of the great uses of advertising is to explain to people things that they do not understand. In doing this it of course wins the good will of the public, and may thus indirectly influence it to buy, if there is anything to be sold. But making a sale is not the primary object of such advertising.

Not long ago an advertising executive met the president of a public service corporation at a banquet. The advertising man had long been curious about certain rules which the corporation imposed on its patrons, and thought this a good time to satisfy his curiosity. "Why is it, Mr. Dickens," he said, "that you annoy your customers with so many pesky regulations that seem to be purely arbitrary?" At that the president fully explained the reason for each rule and soon convinced the advertising man that they were necessary. The latter was so impressed that he said, "Man, why don't you advertise those reasons? The explanation would let people know that you aren't the unreasoning despot that they imagine."

This incident shows why explanatory advertising is often necessary. People are quick to misunderstand things that have not been explained to them.

Another public service corporation, the Twin City Rapid Transit

Company, of Minneapolis and St. Paul, has taken this fact that what isn't explained is misinterpreted, into consideration in planning its advertising. Hence, when any of its cars are delayed for over ten minutes, the reason for the delay is explained in the display columns of the newspapers. Thus patrons who have had to wait a long time for a car can find why they had to wait. Instead of being allowed to blame the company for its "rotten service," as they surely would, advertising is employed to explain that perhaps a fire or some other cause beyond the company's control was responsible for the tie-up. These explanatory advertisements of the company are read with all the interest of a hot news story.

There are things about practically every business that need explaining. If proper explanations were made it would increase the good will of the institution. There is going to be an ever-growing use for advertising of this kind. Nearly every issue of *PRINTERS' INK* records some instance of it, especially since we've been at war.

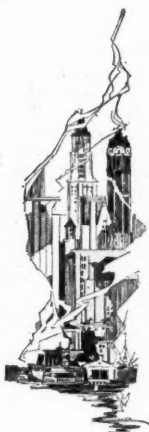
At the present time there is more need for explanatory advertising than ever before. The average person's mind is a turmoil of doubts and perplexities. He is questioning economic and social facts which he formerly accepted as a matter of course. He is suspicious of the status quo of everything. If he is coming to unsound conclusions about many things, it is due to the fact that he is passing judgment on subjects that he does not understand. The only way he can be set right, is to explain things to him. In doing this there is the most urgent need for advertising.

Roy W. Johnson to Handle Shoe Account

Roy W. Johnson has a position with Smith, Denne & Moore, Ltd., advertising agents, Toronto. He will have charge of the advertising account of Ames Holden McCready Limited, shoe manufacturers of Montreal.

For a year and a half Mr. Johnson has been doing special work in connection with trade-marks and good will in New York. He was for several years on the editorial staff of *PRINTERS' INK*.

An industry that is saving millions out of waste



The development of by-products out of waste means a saving of about one hundred and fifty million dollars annually—a sum sufficient to keep New York's six million people supplied with meat for six months.

THERE was a time when the steer was handled solely for its edible meat, its hide, and its tallow.

The remainder of the animal, in weight totaling many millions of pounds annually, was thrown away—a sheer waste.

Today virtually all of this former waste is utilized. Over 250 articles are now contributed by the steer to human needs, and a larger proportion of the animal is saved for human food.

* * * *

At the time of writing, Swift & Company has to get about \$125 for the dressed meat from an average beef animal in order to break even.

But if the old order of waste prevailed today and only the hide and tallow were saved, Swift & Company, to break even, would need to get about \$135, or to pay the producer less for his cattle.

This is a saving of about ten dollars per animal—a saving which, when multiplied by the total number of cattle dressed annually by Swift & Company, over two million, amounts to more than twenty million dollars yearly, and this saving results in higher cattle prices and lower meat prices.

If applied to the entire number of cattle dressed annually in America, approximately fifteen million, this saving would amount to about one hundred and fifty million dollars annually.

* * * *

The real development of by-products came with the development of the larger packing organizations.

Success was attained not easily, but by patient effort, by exhaustive experiment, by intense specialization. It has been a big job and has called for big methods—a job far beyond the resources of the old, unorganized system of local meat dressing.

Not only are by-products saved but their value has been increased through better handling of hides, fats, and other edible portions of the steer.

Swift & Company is glad to have had a part in this development. It is an achievement of thrift—an achievement that has made possible today lower meat prices to the consumer and higher prices to the producer of cattle.



Swift & Company, U. S. A.

A nation-wide organization with more than 20,000 stockholders.

The Little Schoolmaster's Classroom

ONE of the many unusual war tasks that advertising is being called on to perform is to deliver the valedictory for products that have been mustered into the service of the country. There have been a few examples of this kind of advertising during the last few months. There will be a great deal more of it, if the war goes on for any length of time.

We have not witnessed more valedictory advertising because thus far few well known products have been definitely withdrawn from peace markets for the period of the war. The Government may temporarily be taking all of a company's output, but it does not wish to say good-bye to its customers because there is always a hope that it will soon have available a supply of the product for distribution among its regular trade.

However, where a manufacturer is certain that his goods will be entirely off their usual market while the war lasts, there is no reason why he should not have them say "au revoir" to the friends they long have served. It is a courtesy that many persons will expect. People become attached to their favorite products. They do not like to give them up except for a good cause. If they are not able to buy them any more, they would feel better about it if told the reason why.

When a man returns to his friends, after a long absence, he will find his welcome all the warmer if he took the trouble to bid them "good-bye" before he left. More cordial still will be his reception, if while on the journey, he dropped a friendly note to those at home. The same is true of a product. If off retailers' shelves for a protracted period, folks will recognize it more readily when it gets back if its manufacturer had told them why it was away and if occasionally during the absence he

reminded them of its existence.

When Bull Durham was called to the colors, the American Tobacco Company advertised the brand's valedictory, as chronicled in *PRINTERS' INK*. In ringing words President Hill thanked men for their generous support of "good old Bull" in the past, but told them they would have to get along without it hereafter, as the boys that are fighting for us were going to get it all.

* * *

A recent example of valedictory copy is the "We owe you an explanation" page of the Savage Arms Corporation, which appeared in one of the national weeklies. Here is the text:

"Savage Arms Corporation built itself up—made its reputation—wedged itself into its present commanding position in the small arms business in the face of long-established and powerful competition—by its policy of giving the trade and the consumer *what they wanted*.

"We have asked for your criticisms on our guns and we have followed your suggestions just as far as manufacturing conditions would permit.

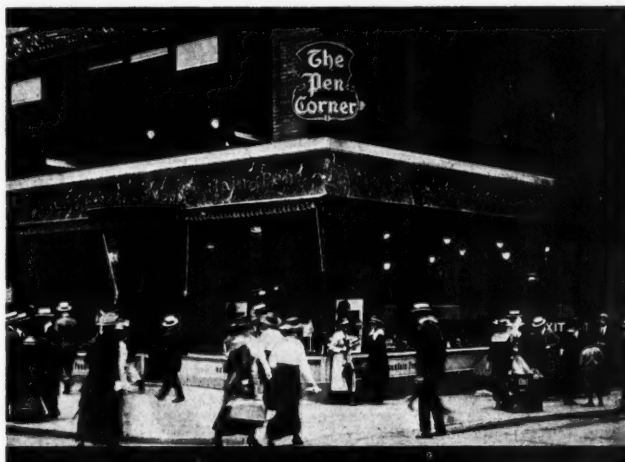
"We have introduced radical changes in arms and ammunition, but they have been changes in the *right direction*.

"And the results—the tremendous popularity of the .303 Savage, the Savage Automatic Pistol, the .22 Savage Hi-Power and the .250-3,000 Savage, and our .22 Rim-fire Rifles—have shown that you appreciated it.

"Now we have stopped making rifles and pistols and our whole equipment is engaged in making Lewis Machine Guns for our Government.

"WE HAVE GOT TO HELP WIN THIS WAR!

"If we don't, *you* won't need any hunting rifles or pistols. You couldn't afford to buy them. Ev-



Signs That Link Style and Utility

Big business is standardizing on Flexlume-Oplex signs because in addition to many practical advantages like clearness of outline, brightness and greatest reading distance they have that exquisite distinctiveness we call "style."

There is style in signs just as there is style in clothes, and you can pick out the Flexlumes every time—attractive designs done in letters of raised, white glass, on a dark background, each letter clear cut, distinct because its outline is unbroken. This means not only greater reading distance when the lights are on, it makes the sign almost as striking in the daytime as at night. The Western Union Telegraph Co., Standard Oil Company, The Hood Tire Co., United Cigar Stores, Piggly Wiggly Stores—these are the kind of organizations that are using Flexlume Oplex signs and finding them good.

Your business needs the help of electrical advertising. It will give your store fronts personality. By means of the raised, white Flexlume characters you can perfectly reproduce your trademark, thereby hooking up your national advertising to the dealer's location.

Just a rough outline of your needs will bring you a sketch showing how your sign will look and the Flexlume book "Twenty Four Hours A Day."

Let us send you that sketch at once.

The Flexlume Sign Co., ELECTRICAL ADVERTISING
1439-1440 Niagara St., Buffalo, N. Y.

Pacific Coast Distributors:
Electric Products Corp.
941 W. 16th St., Los Angeles, Cal.

Canadian Distributors:
Flexlume Sign Co., Ltd.
St. Catharines, Ont.

ery cent you had would be paying taxes—indemnities—tribute to the Kaiser. And the Kaiser wouldn't let you own firearms anyway. Slaves can't own guns.

"So that winning the war—your war—our war—is absolutely vital to us all. If we don't win it, nothing matters.

"We are making Lewis Machine Guns—nothing but Lewis Machine Guns—for you because you need them more than you need rifles, or pistols, or anything else.

"Are we not still true to Savage tradition? Is this not doing things 'your way'?

"We'll keep on making Lewis Machine Guns—as many and as well as we possibly can—until your need for them is over and we can start making rifles and pistols again.

"Till then, remember we are doing our bit—for you!"

* * *

Frank P. Kelley, sales manager of the company, in explaining the move to PRINTERS' INK declared:

"We felt that the wholesaler, retail dealer and sportsmen of the country, who used our finished product, were a unit with us 'that nothing matters if we did not win this war,' and, like Davy Crockett, being sure we were right we shoved all our 'chips' to the centre of the table, and let it go at that, and are heart and soul in the war until the haughty Hun is begging with humility for peace."

He says that the trade is taking hold splendidly of the spirit of the company's attitude.

That is a fine touch in this copy where the point is driven home that though the company is working entirely for the Government, in reality it is working for the reader and indirectly is still serving its trade. The company states that it will make all the machine guns "until your need for them is over." How much better it is to deliver that sort of a message to your customers than to abandon them without any explanation!

Mr. Kelley states that the com-

pany will continue to advertise, using institutional copy.

* * *

Sometimes it seems to the Schoolmaster that we are at present approaching a time when the old and vexed land problem is to be viewed from a rather new angle in the United States. Signs are not lacking that in various quarters, new policies are being worked out. Whatever the implications of these policies, advertisers and advertising men will be interested in noting these developments as they come up, since they will certainly have much to do with the matter of distribution.

The first and most dramatic development is that in Washington, D. C., where both houses of Congress passed a resolution that no tenant now enjoying a lease on another man's property may be dispossessed until the end of the war, providing he behaves himself and continues to pay his rent at the rate stipulated in his lease. This resolution, which was declared to be merely the temporary forerunner of an even more drastic law, was designed, of course, to put a stop to rent profiteering in the Capital.

On the Pacific Coast another radical land experiment of a different character was recently inaugurated. The State of California has bought a large tract of farm land in Butte County, subdivided it into a number of farms, and is selling these to farmers, the state erecting all necessary buildings and giving the farmer a long period of years in which to pay 60 per cent of the cost of the buildings and 95 per cent of the cost of the land. By this experiment a man with as little capital as \$1,500 can acquire a farm worth very much more than that, and make the property pay for itself.

A third indication of a changed Government attitude toward the land problem is found in the tentative plan of the United States Shipbuilding Board in regard to the new groups of homes for ship workers which are to be erected in various parts of the country

"Right Away, Sir"

Rapid Service means all the name implies—Prompt, Efficient handling of your Electrotype orders—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotpe Company

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World

New York

CINCINNATI

Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what **Rapid's Service** means.

A D V E R T I S E
WHERE YOUR GOODS ARE SOLD
We are Builders of SIGNS and IDEAS for Store Display
B & B SIGN CO. INC. - 341-347 FIFTH AVE. N.Y.

To help your salesmen to (TALK WITH **Heegstra**
better understand Advertising)

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

"GIBBONS Knows CANADA"

Your Canadian Advertising Agents



should be
SMITH, DENNE & MOORE

TORONTO

CANADA

MONTREAL



help! help! help!



**for overworked
editors of house
organs & trade
papers—special
& feature articles
on short notice**

Chester A. Grover 1105 Dearborn St. Chicago
"ask for proof"



"CLIMAX"

**SQUARE-TOP
PAPER CLIPS**

Best and most economical
Pat. Dec. 12, 1916 Paper Clip on the market

Recommended by efficiency experts.

Prices F. O. B. Buffalo.
Packed 10,000 to the Box.

10,000.....	15c per	1,000
50,000.....	10c per	1,000
100,000.....	8c per	1,000
500,000.....	7c per	1,000
1,000,000.....	6½c per	1,000

Order Direct from

Buffalo Automatic Mfg. Co.
457 Washington Street, BUFFALO, N. Y.

Who Can Write Such Copy?

A Well Known Agency Needs Him

He must be rich in retail copy experience and capable of handling general accounts as well—a man with the faculty of expressing himself cleverly, forcibly and in an interesting manner in copy. He should have a penchant for devising new slants in copy, be well versed in layout and have unusual capacity. Such a man can make much of the opportunity offered and eventually secure for himself an interest in the business itself. All communications treated with strictest confidence. Samples of work desired, which will be returned promptly. State age and experience and salary expected.

"C. J. E."

Box 178

CARE PRINTERS' INK

under its supervision. While these plans are not yet apparently completed and there is some uncertainty about their character, newspaper reports declare that in general they will follow the financial policy which has created the famous "garden cities" in England. The corporations established to build these cities are limited to 5 per cent on their investment. The rentals paid by the workers occupying homes amount to more than 5 per cent and the difference is put into a fund by which the community gradually buys out the corporation, and finally, literally "owns itself." Rents can then be reduced to an extremely low rate, and still leave a surplus in the treasury which after paying all municipal expenses, makes possible a series of civic enterprises such as municipal theatres, parks, swimming pools, and the like. The individual inhabitant is not permitted to sell his home, but he may have a long time lease on any dwelling if he wishes; and there are of course, practically no taxes whatever.

Every thoughtful student of advertising must be keenly interested in these activities which are perhaps the vanguard of a new land policy of the United States. The best market for advertised goods is obviously the great middle class, which is not only powerful numerically, but also enjoys a large part of the total national income. If the consumers of the country are relieved even in part from the burden of paying profits to investors in land who take advantage of an increase in population, the money which the renter thus saves is almost certain to be spent in other directions to improve his scale of living. Naturally, this improvement in the material civilization of the country will mean a largely increased market for advertised goods.

* * *

A group of London newspaper and advertising men recently had an argument over the question of what is the most overworked phrase of the present. They agreed almost unanimously on

"When the history of this war comes to be written."

The Schoolmaster has occasionally referred to the bad practice on the part of advertising men, whether writing or speaking, of employing phrases and similes that are greatly overworked. Rarely can one attend an ad club meeting without hearing some one "get down to brass tacks" or come around to "in the last analysis." No matter how effective or useful such language has been at times, it ought to be discarded to-day in favor of something fresh and impressive. Look through almost any page of copy and you will likely see some of the "old friends," such as "most service per dollar," "absolutely guaranteed," etc. The very fact that an expression is in general use by others should be enough to make the advertising man search for something better.

Valued For the Facts Presented

THE AMERICAN AGRICULTURAL CHEMICAL COMPANY
New York, July 22, 1918.

Editor of PRINTERS' INK:

I have read PRINTERS' INK for many years. Mr. George P. Rowell's delightful style in presenting advertising facts was always a source of inspiration to me. The paper has ever since maintained its interest, which I attribute to your policy of presenting all the facts in a dispassionate reportorial manner, leaving criticism or commendation to the correspondents whose letters you publish.

In this way your readers are free to form their own opinions on the facts presented. Naturally all things are susceptible of improvement, but I hope that this editorial policy and the form of the publication may be continued.

FRANK R. MILLER,

Manager Advertising Dept.

Footie In Red Cross Work

Ralph Footie, of the Martin V. Kelley Company's New York office, has joined the Red Cross. He took up his new work at Washington Monday. He was formerly connected with the Remington Arms-U. M. C. Company of New York. His work with the Kelley Company has been chiefly in connection with the Fisk Rubber Company advertising.

L. H. D. Baker, formerly with the Clyde Steamship Lines, New York city, has been placed in charge of the advertising and new business department of the American State Bank, Detroit.

Are YOU Getting Marketing

and Business Management

CANADA'S Journal for Advertisers

News of advertising and trade conditions, informative stories of Canadian advertising and selling methods, review of ads, booklets, etc., and reports of Canada's advertising activities. A high class and highly interesting monthly magazine for all interested in advertising progress—especially in the Canadian field. Send 20c for current issue, or \$2 for year's subscription to

W.A. LYDIATT, Publisher, 53 Yonge St., Toronto

Booklets-Catalogs

MANY of America's prominent advertisers, advertising agencies and commercial houses requiring high-class work use the

CHARLES FRANCIS PRESS

Printers of PRINTERS' INK

461 Eighth Avenue New York City

The Furniture Merchants Trade Journal has a much larger proven paid circulation among rated furniture dealers than any other furniture magazine.

A.B.C. Members. Sub. price, \$3 a year.

FURNITURE MERCHANTS TRADE JOURNAL

Des Moines, New York, Chicago
Indianapolis

When you want information on college town merchandising or college paper advertising "ASK THE COLLEGIATE."

USA

Collegiate Special Advertising Agency, Inc.


503 Fifth Avenue, New York Established 1913

Success!

The Circulation of the Los Angeles Evening Herald covers about one-fifth of the entire population of the State of California.

The success of many an advertising campaign launched in Southern California is directly traceable to the merchandising efficiency of the Evening Herald.

Succeed!



EDEXCO MAP PINS
Glass Head
Color Will Not Peel or Scratch Off
Solid glass heads. Steel points. Stay where you put them. 24 colors—10 colors. Color runs all the way through.

Maps For Sales Plans
Entire U. S. or separate states. Convenient sizes.

Plotting Papers for Charts
To show sales, costs, profits and other vital statistics.
Semi 20, stamps or coin for Big Sample Packages containing Map Pins and other Map marking devices, sample EDEXCO Map Mount, Charting Papers, Curve Cards, and our booklet for Executives. "Graphic Presentation of Facts".

Our map pins—
exact size
Booklet alone sent free if desired.

EDUCATIONAL EXHIBITION CO.
225 Custom House St., Providence, R. I.

MR. PUBLISHER

Here is an established publishers' representative with fifteen years' experience in central western territory. He is now in position to give good service to one more high-grade class or trade paper, or general magazine. Write "SPECIAL REPRESENTATIVE," care of Printers' Ink, 833 Peoples Gas Building, Chicago.

FOR SALE:

5,000 Addressograph Plate Holders

Also 100 re-inked Black Multigraph Ribbons

Best Cash Offer Takes Them

C. H. SMITH,

618 Hinman Ave. Evanston, Ill.

Advertising and the Voter

KELLOGG PRODUCTS, INC., MAKERS OF KINGNUT, THE NEW NUT-BUTTER

BUFFALO, N. Y. July 22, 1918.

Editor of PRINTERS' INK:

There is no paper or magazine that comes to me that I run through so eagerly as I do PRINTERS' INK, and so I want to add my good wishes to your thirtieth birthday.

If I had the time and the gift of writing, I would like to produce a book commenting on the third paragraph of the second page of your editorial referring to advertising and our legislatures. It is true, as you state, that the mass of the people from whom our legislatures are drawn, have not yet realized that "advertising is justified and is even demanded by sound economics," why is it that whenever you beat the pavements in the city or town with a grip that nine out of ten grocers will tell you they will stock your merchandise when you have created a demand for it?

A Congressman in Washington from one of our New York districts explained to us the thorough mailing system he used in covering his district. Every voter, with address, was listed; every office holder, city and Government, was listed, all those who wrote him letters were catalogued and periodically he spent his good money in writing letters "to the folks down home." In addition to that work he had publicity agents in the shape of political deputies who kept their ears to the listening posts all over his district so that the least favorable or unfavorable comment would immediately be transferred to him. In other words, he is using a force of advertising which he intends will bring him the desired result, viz., continuance in office in Washington, where he wants to stay.

If we could only get the message to these individuals in terms of their doings, perhaps their attitude towards advertising would change quickly.

KELLOGG PRODUCTS, INC.,
C. K. WOODBRIDGE,
General Sales Manager.

Window Display Week' Oct. 7-12

The International Window Display Week will be observed this year, October 7-12. Although notice of the event was sent out only a few days ago, forty-three newspapers have already written to the Bureau of Advertising of the A. N. P. A., signifying their desire to co-operate in making this annual affair more successful than ever.

Haase Resigns from "Post-Dispatch"

Frederick Haase, manager of the Service and Promotion Department of the St. Louis *Post-Dispatch*, has resigned, to take effect August 1. He was once director of the St. Joseph Service Bureau for Retailers.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty-five cents a line for each insertion. No order accepted for less than two dollars and twenty-five cents. Cash must accompany order. Forms close Monday preceding date of issue.

HELP WANTED

Stationery Salesman. Clean-cut commercial salesman, or woman, to take charge of branch store. Must be good executive, capable of increasing present business. State age, experience and salary. Box 592, care of Printers' Ink.

CHICAGO TERRITORY—Solicitor Wanted, to represent New York publication. Recognized as the best medium in its field. Proprietor will be in Chicago the week of August 5th to 10th. Call personally. P. H. Meyer, Sherman House, Chicago.

Editor Wanted who is thoroughly experienced in editorial work and who has an intimate knowledge of steam engineering, with special reference to steamships. State experience, compensation expected, etc. Box 577, care of Printers' Ink.

ADVERTISING MANAGER

for well-known trade journal published in Chicago. State circulation experience or other work which will show qualifications. Give complete information in first letter. Experienced woman considered. Address J. A., care Printers' Ink, 833 Peoples Gas Building, Chicago.

MAIL ORDER BOOK MAN; take charge mail sales department—circularizing new prospects and follow up on present customer list of over 200,000. High class, nationally known, financially secure concern selling self-help educational books. Prefer man familiar with printing and collections. Position need not be taken until September. Write Pelton Pub. Co., Meriden, Conn.

Technical Ad Writer

Young man with technical knowledge, preferably in relation to the production and transmission of power has with us a fine opportunity to exercise and improve any latent advertising ability.

We want to give to such a man just as much work as he can handle in the way of preparing copy for technical magazines, booklets, and some special investigations.

We want someone who can see further than his nose and who is not afraid to reach out for more work.

The training he will get will be exceptional, as he will be given as much liberty and assistance as he needs until he is ready to work by himself.

The salary to begin with is \$150.00 a month. Write fully and tell why you can fill such a job. Box 576, care P. I.

We have an opportunity for a man who can edit a live house-organ, distributed to Druggists, and who can compose form letters that will sell goods. Experience selling druggists or some knowledge of the pharmaceutical business desirable, but not essential. Box 589, care Printers' Ink.

Wanted, advertising solicitor in New York city to represent best result producing monthly magazine in its class. Only a man of proved ability as a business getter and in good standing with advertisers and agencies will be considered. Address Box 584 care of Printers' Ink.

ADVERTISING MANAGER

for a large store in an Eastern city of more than half million population. If you're a good copy writer and a resourceful campaign originator, this is a good job for you. Tell your whole story the first time, name the salary you expect and accompany your letter by a photograph and plenty of samples of your newspaper work. You should be about forty years old. Box 581, Printers' Ink.

Newspaper Advertising Salesman Wanted!

Exceptional opportunity for man exempt from military liability to take place of salesman ready to enter navy. Position open on a live, successful morning newspaper for a man of ability and initiative. Good salary to the right man. Address Box 582, Printers' Ink.

MAIL ORDER COPY WRITER

We require the services of a keen minded, alert young man to prepare copy for mail order advertisements and circulars, created to promote the sale of popular publications and books. Must be able to visualize his product and public to the very last item and possess as good command of the English language as will enable him to put his thoughts and ideas into good clean-cut English. Applicants must send samples of work and state amount of business any particular sample brought. Address Murray Simonski, 259 Spadina Ave., Toronto, Can.

WE WANT AN ADVERTISING COPYWRITER who feels that he has reached the point of doing bigger things. A man who is writing a great deal of important copy for some agency and yet whose ability is not fully recognized by his employers because they do not realize the extent of his development since he went to work for them.

For that man we have an opening that offers the opportunity of handling advertising campaigns for some of the country's biggest advertisers. Copywriting ability is essential but merchandising knowledge and personality are also important qualifications.

This opening is a real opportunity with one of the leading advertising organizations of the world. Address Box 583, care of Printers' Ink.

MISCELLANEOUS**PAUL THE POET**

Now Paul the Poet cuts much hay,
He writes his rhymes by little pay,
If asked he'll write one free, by jink,
Write Paul to-day care **PRINTERS' INK.**

Ph. Morton**OCEAN TO OCEAN
CINCINNATI**

ROMEIKE'S PRESS CLIPPING
Bureau, 106-110 Seventh Avenue,
New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

Electros 1c

A Square Inch — Minimum 7 cents.
Shipped to newspapers or dealers from your list or in bulk. Expressage prepaid on bulk shipments exceeding \$10.00

No order too large or too small

GENERAL PLATE CO. TERRE HAUTE INDIANA

When you think of Hardware Dealers think of the *Hardware Dealers' Magazine*. The open Door to the Hardware Stores of the World. Write for sample. 253 Broadway, New York City.

FOR SALE—One No. 9 and No. 5 Optimus Press, Colt's Armory Press, Chandler & Price Job Press, Boston Stitchee, Brown Folding Machine and Oswego Cutter, all in good condition, and equipped with motors. For particulars, address, Box 586, Printers' Ink.

The manufacturer of any preparation sold to druggists, with a small established manufacturing and selling organization located in or near New York, is offered on attractive terms a specialty having an assured market, and also sufficient capital for its conservative development. Address with particulars "R," Box 591, care of Printers' Ink.

POSITIONS WANTED

EDITOR of a Chicago journal devoted to farm and garden interests desires similar position with another paper in this field. Present field limited. Age 33, married. Address L. E. H., care Printers' Ink, 833 Peoples Gas Bldg., Chicago.

AN EXECUTIVE

experienced in advertising, selling, correspondence, office systems, methods and management; unusually broad experience in the business world of doers analyzing and building for business betterment; age 35. Box 587, Printers' Ink.

Competent Estimator—Printing

Young woman, 6½ years' experience in printing, seeks position with manufacturer, advertising agency, or printer, as order clerk and assistant estimator. Graduate of the United Typothetae of America (Estimating and Cost Finding), bookkeeper; reasonable salary. Can I help make up for some man in the service? Box 579, care of P. I.

SOLICITOR—Experienced, resourceful worker, large acquaintance in New York City and Eastern territory, offers services on general or trade publication; draft exempt. Box 590, P. I.

Experienced, well-educated, young married man desires position as Adv. Mgr. of Corporation, Manufacturer, or would consider position as Adv. Mgr. of Newspaper or Technical Paper. Box 593, P. I.

High grade solicitor, beyond draft age, at present employed, with many years' experience on a leading New York daily, would like to connect with a special representative. Highest references from leading agencies of New York City. Box 574, care of Printers' Ink.

I LONG TO CREATE

Stenographer (young woman), experienced, gifted letter-writer, anxious to acquire technique of adv. writing; original, ambitious, enthusiastic. Which New York agency will help me to help them? Box 580, care of Printers' Ink.

Production and Sales Executive, many years' experience producing and selling High Grade Art Work, Engraving, Electrotyping and Printing. Open for responsible position with substantial manufacturing, printing or engraving concern requiring High Grade man. Age 40. Address, Box 585, Printers' Ink.

ADVERTISING MANAGER with broad acquaintance among Middle Western advertisers, wants connection with high grade agency or publication. Nearly twenty years soliciting and space buying. Thoroughly equipped and highly recommended. Write us for record No. 397B. FERNALD'S EXCHANGE, Inc., Third National Bank Bldg., Springfield, Mass.

SALES-ADVERTISING MANAGER

Has advertised and sold by mail products varying in price from \$25 to \$1200. Has also organized and directed national advertising and selling campaign involving salesmen, jobbers and dealers. Now employed but wishes to change because of change of policy of present employers. Family man; age, 35 years. Box 578, Printers' Ink.

For the past 5 years I have been in the **SALES PROMOTION DEPARTMENT** of a concern whose annual advertising expenditure approximates the half-million-dollar mark. I am 34 years of age, married. While my knowledge of advertising embraces all forms and their application, my experience has been broader than the advertising field, having proven my ability as a salesman, organizer and executive. Reference present employers. Box 588, care P. I.

TOO LATE FOR CLASSIFICATION

HELP WANTED

Advertising and Sales Manager

Exceptional opportunity for experienced young man or woman with growing manufacturing corporation doing national advertising. Progressive, clean-cut work, demanding selling, writing and executive ability. Write full particulars, with salary expected, to Box 594, care P. I.

WANTED

Advertising Scenarioist

to replace one of our men entering the Government service. Must be a prolific writer on a great variety of subjects. Does not have to be a motion picture man but an acquaintance with the mechanics of film-making will increase his value.

Industrial Department,
UNIVERSAL FILM MFG. CO.,
1600 Broadway, Room 707,
New York

BINDERS FOR PRINTERS' INK

65 Cents Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.



Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue, - - New York

Table of Contents

PRINTERS' INK, August 1, 1918

A "Square Deal Department" That Reduces Labor Turn-Over..	<i>C. B. McCuaig</i>	3
Chinese to Advertise Mail-Order Tea in U. S.....	<i>J. B. Powell</i> <i>Of Millard's Review, Shanghai, China.</i>	8
An Open Letter to the American Medical Association.....		17
An Urgent Need of Aggressive Health Education.		
The "Noes" Have It; P. I. Won't Change Size.....		20
Effect of Negro Migration on Advertiser's Markets.....	<i>L. C. Devison</i>	25
Would the French Plan Enable Us to Administer a National Trade-Mark Satisfactorily?	<i>J. T. M.</i>	33
Montgomery Ward's Campaign for New Customers.....	<i>G. A. Nichols</i>	41
Farm Papers Used With Telling Effect to Stimulate Mid-Summer Sales		
Safe Way to Register Trade-Marks Abroad		50
What Are Luxuries and How Much Shall They Be Taxed?.....		52
Light Upon These Questions from France and Great Britain, Whose Tax Schedules Are Being Studied by Our Congressmen.		
What Great After-War Problems Must Industry Face?.....	<i>Bruce Bliven</i>	61
Is There Anything a Drug Store Can't Sell?		70
"Own Your Home" Campaign Revives Sales.....		77
"Uncle Sam's Employment Agency" Launches Big Advertising Drive....		83
"Keep Trade-Marks Alive!" Is Poster Association's War Cry.....		86
Germans Planned One and a Half Millions for Good Will.....		90
How Modern Merchandising Sometimes Upsets Display Rules.....	<i>S. C. Lambert</i>	94
Uncle Sam's Money Pays for Marine Corps' Advertising		100
How the War Is Testing the Vitality of the Automobile Industry....	<i>C. C. Casey</i>	102
If You Can't Make Usual Deliveries, Tell the Public Why.....		109
Editorials		112
Why Service Is Necessary—Advertising Can Help Trade Acceptance—The Need for Explanatory Advertising.		
The Little Schoolmaster's Classroom		116

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Poster Experts
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equipment to
enable you to
get the utmost
efficiency out
of the Poster
Medium  

Thos. Cusack Company

CHICAGO

NEW YORK

Largest Advertising Company in the World

MORE INQUIRIES FROM THE CHICAGO TRIBUNE THAN FROM ALL OTHER PAPERS FROM ATLANTIC TO PACIFIC

OLIVER & COMPANY REAL ESTATE CHICAGO

SPECIALISTS IN BUSINESS PROPERTY

MEMBER OF
CHICAGO REAL ESTATE BOARD
BUILDING MANAGERS ASSN

DEARBORN & WASHINGTON STS.

CABLE ADDRESS "OLSCOTT"
TELEPHONE PRIVATE EXCHANGE
RANDOLPH 3880

April 9th, 1918.

The Chicago Tribune,
Chicago, Illinois.

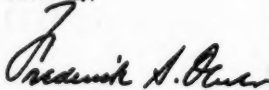
Gentlemen:

At Mr. Vanderhoof's suggestion I am dropping you this line to tell you of the good results brought us by our recent advertising campaign on our Saskatchewan farm lands.

We used Sunday newspapers in the larger cities throughout the country from the Atlantic to the Pacific coast. Generally speaking, the inquiries which came to us as a result of this advertising were of good quality, and the price was low. Slightly in excess of fifty per cent of all the inquiries that we received from all the newspapers came as a direct result of our advertising in The Chicago Tribune. In other words, the inquiries brought us by The Chicago Tribune outnumbered those of all the other newspapers combined.

In writing you this letter I am reminded of the famous reply given to the late Queen Victoria at the time of the great America Cup Race. When the Little Lady of Windsor was informed that an American yacht had won this great race she turned to a courtier at her side and asked "Who was second?" He thought for a moment and then, bowing low, replied, "Your Majesty, there is no second."

Yours truly,



That other advertisers have had experiences similar to this related by Oliver & Company is indicated by the enormous advertising patronage of *The Chicago Tribune*. If you wish to know more about the wealth and character of The Chicago Territory, if you wish to know why *The Chicago Tribune* is able to secure such amazing results for advertisers, write for the BOOK OF FACTS. It contains (among many other things) *The Tribune's* code of censorship for financial advertising—the only code of its kind in the country.

The Chicago Tribune

(The World's Greatest Newspaper)

(Trade Mark Registered)